IDG WORLD UPDATE
Index 1991

January 7

IDG	IDG creates East-West Educ. Development Foundation
IDG/France	*Distributique Europe* renamed *Computer Reseller Europe*
IDG	*Internat'l Computer Update* unveils first forecast issue
IDG	Ask Walter
IDG/Japan	*CW Japan* creates internal Publishing Institute
IDG/France	IDG France hosts first job fair, "Compusearch"
IDG	Leftover funds in pretax program donated to UNICEF
IDG	Carolyn Knox appointed corporate communications dir.
IDC Scandanavia	IDC Scandanavia announces fiber optic project
NW/CW	*Network World* and *CW* raise $5,400 for homeless fund
IDG/ITI	ITI to make information available on IDG News Service
IDG	Cartoon winners

January 14

IDG	IDG acquires Lotus Publishing Corp.
IDG	Results of *IDG World Update* reader survey in Oct. 90.
IDG	Ask Pat
IDGC/P	*AmigaWorld* tests frequent buyer newsstand sweepstakes
IDG/France	IDG France soccer team
DN	*Digital NEWS* hosts magical evening at DEXPO/West
IDG	Update on IDG Exchange Program
IDG/China	PC World China wins national editorial award
IDG	Corporate STAR Award winners
IDG/Germany	IDG Germany holiday party
IDG	New cartoon

January 21

IDG/Greece	Greek licensee launches *PC World*, five other pubs
IDC and IDG Germany	IDC and IDG Germany plan launch of first white paper
IDG	Ask Bill
WEC	WEC organizes first internat'l CN show in Korea
IDG	Deb Goldstein named List Services president
IDG/Sweden	2nd Macworld Expo/Sweden takes place
IDG/Japan	IDG Japan staff enjoys "karaoke" singing party
TISC	TISC allies with U.K. firm
N W	Update on *Network World*'s electronic bulletin board
IDG/Norway	Do-er's Profile: Tone Wolmersen

January 28

Integrated Media	*NeXTWORLD* launched during Macworld Expo
IDC/Spain	IDC re-establishes presence in Spain
IDGC/P	*SunTech Journal* changes name to *SunWorld*
WEC	First SunWorld Expo planned for April 1992
IDG	Ask Pat
IDG/Germany	Spotlight: IDG Germany's production dept.
IDGC/P	*Portable Office* contributes to radio program
CW	10th Anniversary: Bill Cadigan, *CW* sr. district sales mngr.
Lotus	Photo of Pat McGovern and Lotus Publishing staff
IDG/Norway	IDG Norway hosts client night
IDG	Cartoon winners

February 4

Special Issue on Employees

- Internal communications programs
- How managers find and keep good employees
- Ask Axel
- Intercompany transfers offer career growth
- Awards programs reward excellence
- Employees reach potential through training programs
- Group activities outside the office
- IDG Japan plans job fair
- Macworld staff shapes up with wellness program
- Strange things found on resumes
- Do-er's Profile: Charlie Babcock, DN editor-in-chief

February 11

IDG France	10th anniversary of *Le Monde Informatique*
ISG	Info. Strategies Group introduces enhanced bulletin board
IDG Books	IDG Books' spring list '91
IDG	Ask Walter (with reply card insert)
IDGC/P	*AmigaWorld* and *RUN* plan disk magazines; *AmigaWorld* acquires *AMIGA Plus*
NW	*Network World* to expand test series
IDG	U.S. human resources depts. unveil benefits video
MW	Internat'l *Macworld* staffers attend dinner
CW	10th Anniversary: Bill Laberis, *CW* editor-in-chief
IDG	New cartoon

February 18

IDC	IDC U.S. posts record first-quarter results
IDGC/P	IDG Peterborough announced decentralization
IDG/Bulgaria	Bulgarian co. to publish *Computer Magazine Bulgaria*
IDG	Ask Bill
IDC/Germany	IDC Germany prepares for first visit to CeBIT
IDG/Norway	IDG Norway develops computerized sales system
N W	*Network World* cosponsors scholarship award
WEC	New logo for World Expo Corp.
IDG	10th Anniversary: Susan Perry, IDG H.R.
IDG	Cartoon winners

February 25

IDGC/P	IDG Peterborough unveils cable magazine
WEC	Communication Networks '91 a success
IDG	Ask Kelly Conlin
IDG	Chairman's Report: Fourth quarter and FY90
IDG/Germany	Numerous events planned for CeBIT
CIO	*CIO* Plans "Maximizing Profits through IT" conference
IDG	New cartoon

March 4

IDG	European managers/product line meetings in Prague
IDGC/P	Launch of *The AmigaWorld Tech Journal*
FCW	White papers series off to a good start
IDG	European managers highlight news from their offices
CW	*CW* conducts mini Publishing Institute for middle mngrs.
IDG/Denmark	*CAD/CAM World* T-shirt promotion
IDG	Do-er's Profile: Linda Fielding, IDC U.K.

March 11

Special Issue on Launch of New Publications

- *Global Networks* premieres at CeBIT
- IDG Research Services' role prior to launch
- Ask Pat
- Synergy among business units at work during launch
- Growing IDG Czech. launched PCW, deals with open markets
- IDG Netherlands acquires products, redesigns others
- Launch of *Macworld Japan*
- Walter Boyd offers criteria for launches
- Gebhard Osterwalder looks back at *Macworld Schweiz*
- Cartoon winners

March 18

IDG	Kelly Conlin named head of new marketing division
WEC	First Macworld Expo/Tokyo opens to huge crowds
IDG/USSR	*Computerworld U.S.S.R.* launch planned for this month
IDG	Ask Axel
IDG	Chairman's Report: 1st Quarter FY'91 results
IW	*InfoWorld*'s new enterprise computing supplement
IDG	Calling all photographers to help with *World Update*
IDG/Japan	Photo spread of IDG Japan at a karaoke establishment
IDG	New cartoon

March 25

IDG/Japan	Launch of *SunWorld Japan*
IDG	Announcement of IDG Briefing Sessions in April
ISG	Wrap up of ISG's conference, "IT Strategies for Success"
IDG	Call for Exchange Program hosts
IDG	Ask Fritz Landmann
IDG/Italy	*Networking Italia* to be launched, *InfoNews* planned
IDG/Venezuela	Kalman sponsors equestrian event in Venezuela
CW	Launch of *CW*'s "Inside Page" newsletter
NW	Launch of Networking Careers On-Line
FCW	Uncle Sam photo from ComNet '91
	Rich Tennant's ad
IDG	"Ask" reply card reminder
IDG/New Zealand	Do-er's Profile: Bruce Buckman

April 1

IDC	Review of IDC Briefing Sessions, "Directions '91"
IDG/Italy	IDG Italy names Brunello Bossi general manager
IDG/NZ	IDG New Zealand & World Expo produce CW Expo
IDG/Turkey	*PC World Turkey*'s first issue sells out
IDG	Ask Walter
NW	*NW* brings Northeastern Univ. classes into the office
IDG	Cartoon winners

April 8

IDG	IDG Briefing Sessions debut in Boston
WEC	Macworld Expo U.K. succeeds in Birmingham, England
WEC	Macworld Expo debuts in Paris
IDG	Ask Bill
IDGC/P	Spotlight: *SunWorld*
IDC	IDC Europe's expertise centers offer specialized service
FCW	Dinner to celebrate *FCW*'s 2nd Reader's Choice Awards
IDG	Framingham H.R. creates job hotline
IDG	New cartoon

April 15	Special Issue on Design - *PC Business World* redesigns - Interview with Ronn Campisi, *CW*'s consultant - Two-page spread on changes in cover design - Photography tips from *CIO* - Reason behind *DN* changing color from red to blue - Recipe for a good cover design - Partial list of IDG pubs cited for design excellence

(April 22 below)

April 29

IDG	*Publish* launched in Spain, Brazil
IDG/Hungary	Publishing operation in Hungary now wholly-owned
IDG/Nigeria	Launch of *PC World Africa*
IDGC/P	IDG Peterborough's telemarketing staff does outside work
IDG	Aks Walter
N W	Careers On-Line off to great start
FCW	*FCW* publishes new ad supplement series
IDG	IDG calls for volunteers for AIDS walk
IDG	New corporate brochure out
IDC/Netherlands	IDC Netherlands celebrates new office, excellent renewals
Macworld	Many awards for *Macworld*
IDG	20th anniversary: Judy Kramer
IDG	New cartoon

May 6

FCW, ITI	Steve Woit CEO of ITI, Ken Kaplan pres/pub at *FCW*
IDC	Schedule of Europe/Asia IDC Briefing Sessions
CIO	*CIO* to increase frequency to 18 issues a year
IDC	IDC Berlin, Hungary and Poland author East Europe study
IDG	IDG publications win more awards
IDG	Ask Axel
IDG France	*Telecoms International* sponsors telecom. manager award
WEC	World Expo Calendar insert
Publish	In Memorium: Vince Giuliano
FCW	*FCW* receives silver platter for conference assistance
PCW	Nola Armijo named to Calif. judicial post
CW	10th Anniversaries: Barbara Hill and Margaret McIndoe
Macworld	Impressive circulation stats
IDG	New cartoon

April 22

DN	Digital NEWS goes on editorial tour
IDG	Publishing Institute held
IDG	Ask Pat
IDG	IDC, DN and PCW employees run Boston Marathon
GP	GamePro plans Sept. TV show launch
IDG Germ.	IDG highlight from CeBIT
IDG Australia	Don Kennedy appointed general mngr
DN	Ray Corbin named DN associate publisher
NW	Network World Celebrates 5th anniversary
IDG	Cartoon caption winners

May 13

Special Issue on Selling Ads

- IMS plans new global rate cards for *CW*, *PC World*
- Description of display ads, classifieds, recruitment ads, card decks
- Adscope trivia
- Interview with Kevin Harold, *CW*'s nat'l sales director
- Profile of an account manager: Joan Flynn, *Macworld*
- Fritz Landmann: perspectives on ed/ad relationship
- "Business Every Day" Club at IDG Norway
- Salespeople offer different sales philosophies
- IMS' recent activities and future plans
- Do-er's Profile: Sandy Mussato, *Macworld* (Illinois)

May 20

IDG	Asia/Pacific Managers meeting in Singapore
IDG/CW	Preview of the CW Smithsonian Awards in June
IDG	Ask Bill
IDG	Walter Boyd's suggestions for surviving recession
WEC	Preparations for PC World Forum Moscow
IDG	Country highlights of European Managers meeting
IDG	Cartoon winners

May 27

CBW	Launch of *Computer Buying World*
CW	Beach named publ. of *CW*, Landmann named IDG sr. vp
IDG	Ask Pat
NW	*Fiber Optics Report* launched via NW, News Group
Publish	Diagram of the nervous system of an ad sales rep
IDG/Poland	Change of addresss
NeXT	*NeXTWORLD* goes quarterly, adds new editors
DN	*DN* wins design awards
IDG/Australia	10th anniversary: Shirley Ingram
IDG	New cartoon

June 3

IDC	Kirk Campbell named IDC president, CEO
IDC	Axel Leblois resigns to head Bull HN
CW Hong Kong	*CW Hong Kong* starts BBS
IDG	Ask Walter
IDG/P	TechMedia Video group formed, creates video studio
IDG Czech.	*Neural Network World* launched
CW	*CW* survey looks at business execs' view of IT
IDG	ExecuTrain update; expands to overseas locations
NW	*Network World* applies to BPA, calls for circulation cmte.
IDG/Singapore	Do-er's Profile: Michelle Wong, *Asia Computerworld*

June 10	
IDG News Group	PR Service off to a good start
Game Pro	*GamePro* to begin filming episodes for TV show
CW	*CW* launches in-house help desk for IS questions
IDG	Ask Ted
Mac/FCW	*FCW, Macworld* win *Magazine Week* Excellence Awards
IDG	First on-campus recruiting trip a success for HR
WEC	WEC prepares for first ComNet West
WEC	Macworld Expo/Europe (Amsterdam) concludes fifth year
IDG	Photo from AIDS walk fundraiser
IDG	Upcoming special issues for *World Update*
IDG	Cartoon winners
June 17	Special Issue on Marketing
	- Descriptions of various promotional ideas
	- Marketing newsletters inform advertisers,exhibitors
	- Interview with Dan Orum, MW: putting together a marketing campaign.
	- Suggestions for press tours (goals, what to bring)
	- Step-by-step look at preparing for a trade show
	- Do-er's Profile: Wendie Marro, *AmigaWorld* and *RUN*
June 24	
IDG	Latin American managers meet in Caracas
IDG	Robert Farmer appointed IDG vice chairman
IDG	Excerpts from Latin managers' roundtable discussion
IDG	Ask Bill
WEC	Premiere of Object World
IDG Books	New IDG Books' fall list, Macworld Quality Seal
CW/IDG	CW Smithsonian Awards
July 1	
IDC U.K.	IDC U.K. to sponsor first pan-European forum
IDC	Vicki Brown, Don Bellomy receive Peacock Awards
IDG	Ask Pat
IW	Stewart Alsop named eidtor-in-chief of *InfoWorld*
Publish	Technology Solutions supplement on newsstands
WEC	Macworld Expo/Berlin debuts
MW	Macworld Conservancy gets $1,000 from Australian firm
DN	*DN* hosts third annual marketers' forum at DEXPO
IDG	Cartoon winners

July 8	
IDG Italy	IDG Italy hosts presentation for business community
Philippines	Philippine licensee carries on despite volcano
IDG Japan	*Macworld Japan* produces first real issue
IDG	Ask Walter
IDC/Lotus	IDC, *LOTUS* participate in minority internship program
IDG	Distribution managers find cost-savings in postal change
IDG	Per capita computer use rankings
IDG	D.Young presents check to AIDS walk top fundraiser
LOTUS	Sidebar on use of Lotus product licenses/arrangements
IDG	*Internat'l Computer Update* gets design award
July 15	
GamePro	Pat Ferrell president, John Rousseau *GamePro* publisher
IMI	*SunWorld* joins Integrated Media, Inc.
IDGC/P	*DOS Resource Guide* published
IDG	Latest corporate tag line for press releases
IDG	Ask Bill
IDG Korea	Second anniversary for IDG Korea
IDG	Aruba newspaper gets tips from IDG publications
IDC NZ	IDC opens office in Wellington, NZ
IDG	Two photos from Latin American managers meeting
IDG	Announcement of photo calendar contest
IDG	Cartoon winners
July 22	Special Issue on Circulation
	- *Macworld* boosts readership
	- Circulation jargon
	- Audit agenices
	- Service bureaus
	- Direct marketing
	- Interview with Heather Martin, *PCW* (paid circ.)
	- Interview with *Network World* circ team (controlled)
	- *Computer Buying World* builds rate base from scratch
	- Role of IDG List Services
	- *FCW* helps forms group to deal with gov't mail stops
	- IMI circulation team
	- Do-er's Profile: Deb Winders, *Digital NEWS*

July 29

IDG/Egypt	License signed to produce *PC World Middle East*
LOTUS	Pete Bartolik named *LOTUS* editor-in-chief
IDG	IDG releases study on advertising's effect on profits
PCW	Heather Martin honored by Folio for circ. excellence
PCW	Ask Pat Kenealy
IDG/Philipp.	Philippine publishing licensee sets up BBS
FCW	*FCW* uses sheltered workshop for mailings/printing
WEC	PC World Forum Moscow attracts 25,000
News Group	Internat'l News Group adds *Telecom Insider*, others
WEC	Cary Sun named WEC vice president for Asia
IDGC/P	*Portable Office* promotes 900 number for buyers/sellers
IDG	Photo of Pat McGovern at publishing event in Finland
IDG	New Cartoon

August 5

IDG	East/West Found. has first airlift, Schevardnadze on board
IDG Books	John Kilcullen president of IDG Books; separate division
IDG	Ask Pat
IDC Europe	IDC's offices in Europe customize BusinessTalk system
IDG Germany	*Macwelt* grows in response to interest in Mac market
IDG	Photo Calendar Contest reminder
IDG	Request for company outing photos for *World Update*
N W	*Network World* prepares for ENNE Awards
N W	*Network World* holds mini-golf tourney
IDC China/HK	Do-er's Profile: Donna Wong

August 12

N W	*Network World* names Colin Ungaro publisher
ITI/CW	ITI merges with *CW*; called Computer Buyers Database Division of CW
IDG/Philippines	W.S. Publishing launches CW Philippines
IW/ET	IW Test Center to produce seminar with ExecuTrain
IDG	Ask Walter
ETA	Emerging Technology Applications: 1st CD-ROM product
IDG/Australia	IDG Australia launches *Windows World* (in March)
WEC	First ComNet West attracts international audience
IDG	10th Anniversaries: Karen Weston, IDC, Jeff Pennett, NW
IDG	Cartoon winners

August 19 Special Issue on Licensing

- Map of partners around the world
- why licenses are an option
- David Hill's step-by-step list of licensing process
- difficulty in translating *PC World Middle East*
- Definitions of acquisition and joint venture
- key elements of an IDG license agreement
- profile on each IDG licensee
- Do-er's Profile: Chin Wah Wong, Philippines

August 26

N W	Hurricane Bob swipes *Network World*'s power
CW	CW: K.McPherson named sr. vp/nat'l sales director, Steve Woit sr. vp/marketing
IDG Denmark	Peter Hvidtfeldt named *CW Denmark* editor-in-chief
PCW	Phil Lemmons named *PCW* editor-in-chief
IDG	Ask Bill
WEC	Macworld EXPO/Boston draws 49,000
IDG	West Coast publications raise funds in AIDS walk
DN	*Digital NEWS* sales team mixes business and pleasure
IDG	New cartoon

September 2

M W	*Macworld* releases *MW* & *MacUser* Subscriber Comparison Report
IDG	John Kelley, Beth Ann Hill receive corporate STARs
N W	*Network World* to publish security products test results
IDG	Ask Ian Thalmessinger
Publish	Michael Lester named managing editor at *Publish*
IDG	Four take part in Stanford publishing course
CW	10th Anniversary: Bev Raus
IDG	Photos of IDG company picnic, Danish bungee jumper
IDG	Cartoon winners

September 9 Special Issue on Marketing Services Division

- MSD introduces Market Access Program
- Graphic of MSD ad campaign to appear in publications
- Interview with Pat McGovern on why MSD was created
- Spotlight on MSD staff
- Internat'l Marketing Services as MSD's worldwide arm
- Map and addresses of IMS worldwide offices
- Do-er's Profile: Ginny Pohlman, IMS West Coast Sales

September 16

IDG France	Launch of *Golden*
PCW	*MPC* magazine targeted multimedia PC users
IDG	Ask Pat
FCW	*FCW* issue includes supplement, contract handbook
CW	*CW*'s off shore data stories from internat'l colleagues
WEC/Australia	First Window World Expo/Australia succeeds.
IDG	Boston area runners in Manufacturers Hanover race
CW	10th anniversary: Colleen Garland

September 23

LTI/Canada	Laurentian's *ComputerData* relaunched as *InfoCanada*
CW	*Computerworld* sets up educational computer lab
IDG	Ask Walter
IDC	IDC Germany promotes Eastern European IT conference
IDG	IDG addresses on E-mail
Finland	Finland partner boosts *MikroPC* circulation
CW	10th Anniversaries: Patricia Keefe (CW), Maureen Sullivan-Falzone (CW)
IDG	Cartoon caption winners

September 30

IDG	European Managers Meeting in Barcelona
MW	Macworld Product Line Meetings in Barcelona
GP	GAMEPRO, the TV show, debuts nationwide
IDG	East/West Found. computer monitor Moscow coup
IDG	Ask Bill
IDG	Country-by-country profiles of IDG Europe offices
IDG	Cartoon caption winners

October 7

IDC	IDC Europe hosts European IT Forum in Venice
IDG	IDG unveils IT buying patterns study in Boston
IDGC/P	Paul Boule named publisher at A+ Publishing
PCW	Jonathan Epstein named publisher at *MPC* magazine
IDG	Ask Kirk Campbell
IDC	Photos and quotes from IT Forum in Venice
IDG	Update on Emerging Technology Applications
IW	10th Anniversary: Scott Mace
IDG Germany	Do-er's Profile: Burkard P. Bierschenck

October 14

IDG Books	IDG Books negotiates translation rights
IDG Sweden	Sweden's sales dept. creates sales diskette
IDG	*IDG World Update* reader survey
IDG Finland	IDG Finland writes hypertext aricles, puts on BBS
IDG	IDG H.R. hosts minority networking reception
IDG	Human Resources insert
IDG	IDG establishes IT scholarship at Babson
IDG Poland	*CW Poland* reorganizes
DN	*Digital NEWS* celebrates five years
ISG	10th Anniversary: Arline Clements
IDG	Cartoon caption winners

October 21	Special Issue on World Expo Corp.
	- Wrap up of CD-ROM show
	- People behind the CD-ROM show scene
	- History of WEC
	- Details organizers have to consider
	- Strategy behind show planning
	- Interview with Jonna Yager
	- 10 steps to good show organization
	- Profiles of WEC offices outside U.S.
	- Internat'l Sales & Promotion Network
	- Do-er's Profile: Dody Keefe

October 28

IDG Egypt	Launch of *PC World MIddle East*
IDG Books	IDG Books signs deal for series with Compaq
IDG	Eastern European managers meeting in Germany
IDG	Ask Walter
IDG	IDG at Comdex photos
IDG	Cartoon

November 4

IDG	Ted Bloom, Martha Stephens promoted to VP
IDG Peterborough	Dale Strang named president of TechMedia Group
IDG	IDG World Update reader survey
Macworld	Macworld Product Line meeting in spain
IDG Italy	*CW Italia* includes seminar, event info for fee
IDG	Numerous pubs win design awards
IDG Denmark	IDG Denmark celebrates 10th anniversary
IDG Germany	10th Anniversaries for four staff members
IDG Australia	Do'er's Profile: Noel Bennett

November 11

EN	IDG acquires *Electronic News*
IDG Sweden	IDG Sweden launches books division
IDG Norway	Debut of *PC World Norge Express*
EN	Ask Joel Novak
IDG Denmark	*CW Danmark* produces show daily
IDG Denmark	IDG Denmark sponsors country's first IT award
CW	Computerworld holds Premier 100 dinner
TISC	10th Anniversary: David Brown
IDG	Cartoon

November 18

IDG France	IDG France launches InfoPC
IMI	NeXTWORLD Expo slated for January
IDG Turkey	IDG Turkey organizes Hi-Tech'91 show
IDG	Ask Bill
IDG	Hugo Hsiung appointed Asian business specialist
IDG	Speen Street employees donate to food drive
N W	1991 ENNE Awards
WEC/Australia	Macworld Expo succeeds in Sydney
IDG	Cartoon caption winners

November 25 — Special Issue on IDC

- IDC's worldwide products and services, map of offices
- Interview with Vicki Brown on being an analyst
- New business unit: Competitive Resource Center
- European Expertise Centers
- IDC Scandinavia report gets help from colleagues
- Spotlight: IDC Sweden
- Success of teleconferencing
- IDC Canada's turnaround
- Worldwide IT Spending Patterns study
- Do-er's Profile: Mirla Hjelmborg, IDC Scandinavia

December 2

IDG	Wrap up of worldwide managers meeting
IDG	Ask Pat
IDG	Highlights from the "Great Ideas" session
IDG	New cartoon

December 9	
East/West	Various IDG offices pledge support to East/West Educational Development Foundation
IDG Taiwan	Harry Yen appointed IDG Taiwan president
East/West	Mary Fran Kirchner takes laptop to Bulgaria
IDG	Ask Walter
IDG Germany	Spotlight: *Macwelt*
GamePro	*GamePro* earns ECHO direct marketing award
IDG Spain	*PC World Spain* has record number of ads, pages
CW/NW	*NW* challenges *CW* in WEEI homeless fund drive
DN	*DN* execs in Hawaiian garb for DEXPO party invite
TISC	10th Anniversary: Charlie Greco
IW	Do-er's Profile: J. Michael Lowe
December 16	
Lotus	Lotus holds mini-product line meeting in London
IDC Europe	IDC Europe sales force holds annual meeting
IDG Bulgaria	*CW Bulgaria* goes on the radio
NW	*Network World* acquires *CONNECT* assets
IDG	Ask Bill
WEC	Macworld Expos in Mexico, Hong Kong and New Zealand
IDG	H.R. Update insert
CW	Bill Laberis promoted to CW vice president of editorials
IMS	10th anniversary: Sheryl Merchant
IDG	Caption contest winners
December 23	Special Issue: Year in Review

Distributique Europe Changes Name to *Computer Reseller Europe*
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CW Japan Staff Makes Time for In-House Publishing Institute
- PAGE 4

New Director Named to Corporate Communications Post
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 1

JANUARY 7, 1991

IDG Creates East-West Foundation

The new year brings with it new opportunities to expand the use of personal computers in Eastern Europe.

In December, IDG Chairman **Patrick McGovern** announced the formation of the East-West Education Development Foundation. The Boston-based non-profit organization will, with the help of participating corporations, provide personal computers to selected educational institutions in Poland, Bulgaria, Czechoslovakia, Hungary, Romania and the Soviet Union.

"The hard-pressed Eastern European countries are unable to purchase the technology they need to complete the evolution to a free market-based economy," McGovern said. "Particularly hard hit are the educational institutions, which are the seedbed for future entrepreneurs."

The foundation will seek donations of computers from companies that are replacing equipment or manufacturers that want to dispose of demonstration models or excess inventory. McGovern has asked Alex Randall, an expert in the used computer market, to direct the foundation.

"We're creating a win-win environment in which both parties should come out ahead," Randall said. Donors may earn tax benefits while the technology goes to help students become better prepared to help with the future economic and political development of their countries.

Randall said that in addition to contributing older models and excess inventory, "savvy computer manufacturers could take their current models and donate them in bulk to attract future purchases." Regardless of the type of donation, he added, participation represents "a remarkable opportunity for manufacturers to plant seeds and stimulate demand for their products."

> **"The hard-pressed Eastern European countries are unable to purchase the technology they need to complete the evolution to a free market-based economy."**
> **- Patrick McGovern**

The foundation will soon begin a two-month letter and phone campaign to chief financial officers and MIS managers to assess hardware and donor resources. In addition to computers, the foundation will be looking for monetary donations to help defray the expected high cost of shipping services and the purchase of any related equipment such as cables and software.

Once the equipment starts coming in, distribution will be first to universities, then high schools and research institutions.

GOODWILL AND ACCESS

While the foundation will initially target U.S. companies, Randall said that he "will be happy to accept a computer from anywhere on the planet." He noted that he hopes that the Japanese, who in the past have had great difficulty entering the Soviet market due to political differences, will take advantage of the chance to demonstrate goodwill and perhaps gain access to a lucrative market.

An educator who traveled to 40 countries between 1976-80 teaching systems theory, Randall said he is thrilled to undertake the East-West project given his background and longtime admiration for McGovern's work. "Pat's media brings to the foundation the ability to tell to the world that this is happening," and people will notice, he said. "He can thank the donors, spread the word and make things happen. Few people have access to such resources."

Randall said that while he knows of organizations that seek donated computers for other purposes, the East-West Foundation appears to be the first effort focused on the U.S.S.R. and Eastern Europe.

Computer Reseller Europe Rings in New Year

The new year has brought a new name to the European microcomputer and software reselling magazine produced by IDG Communications France.

Editor-in-chief **Gerard Adamis** explained in the December 1990/ January 1991 issue that responses from an independent reader survey had prompted the change from *Distributique Europe* to *Computer Reseller Europe.*

While 31% of the respondents thought that the title *Distributique Europe* sounded "good" or "excellent," many said that the title "didn't mean much to them" or "did not reflect the content of the magazine."

"In fact, only some readers knew that *Distributique* is the title of the famous computer trade magazine created eight years ago for the French PC resellers," wrote Adamis in his editorial. "When *Distributique* had a "European baby" we thought it was natural to give him his mother's name. But this was not clear to everyone."

As a result, the staff chose a title that explicitly identifies the focus and the publication's target audience. Adamis maintained that while the title changed, the mission remains the same: to be "the most authoritative source of information in Europe for the PC reselling community."

THE EUROPEAN MICROCOMPUTER AND SOFTWARE RESELLING MAGAZINE

COMPUTER RESELLER Europe

THE EUROPEAN MICROCOMPUTER AND SOFTWARE RESELLING MAGAZINE

DISTRIBUTIQUE EUROPE

International Computer Update Unveils First Forecast Issue

International Computer Update *Forecast*

The IDG Weekly Executive Report on World Computer Markets

Japanese to be Big Winners in Worldwide Consolidation

By Donald C. Bellomy

INSIDE

EDITOR'S NOTE

Can Taiwan's computer industry snap out of its current slump? How are Europe's sweeping telecom changes affecting plans for 1992? The answers to these and other timely questions can be found in the first *International Computer Update* Forecast issue.

The January 2 issue of *ICU*, the weekly executive report on world computer markets derived from the IDG News Service, examines the outlook for global high-tech markets in the 1990s and what information systems entrepreneurs need to know to help prepare for it.

Editor **Sharon Baker** said the forecast issue is part of an ongoing effort "to make *ICU* more analytical and more useful, with more original material." Seven of the nine articles are original stories generated by News Service correspondents Ralph Bancroft, Chris Brown, Elizabeth de Bony, Charles Lecht, **Linda Lewis** and Lori Valigra.

Don Bellomy, IDC's director of worldwide market studies, **Alan J. Ryan**, senior features editor at *Computerworld* and **Michael Alexander**, senior editor of advanced technology at *Computerworld,* also contributed pieces for the issue.

The 20-page newsletter, *ICU*'s largest issue ever, also include a month-by-month review of industry highlights from 1990. It has been sent to all subscribers and will be used as a premium in an upcoming renewal series.

New Numbers

As of December 31, 23 wards of Tokyo (and parts of Komai City, Chofu City and Mitaka City) changed to 8-digit telephone numbers from the previous 7-digit telephone numbers.

The 7-digit number now has a "3" before the Exchange Identity.

There will be no change to those numbers that already use a 4-digit Exchange Identity. Also, the dialing procedure used to reach mobile phones will not change.

On February 1, all of Mexico will transition to the International Dialing Plan. This will require all callers to dial the International Prefix "011", followed by Mexico's Country Code "52", prior to the City Code and Subscriber Number.

On line

ASK WALTER

Q Do you think it is possible for IDG to realize its projected dramatic growth by the end of the 1990s primarily through internal start-ups, or will it be necessary to concentrate more on acquisitions?

A Certainly acquisitions can, and probably will, play an important part in our future growth, but we have found in the past that start-ups are almost always more successful and rewarding.

I would suspect that most future acquisitions would be in new areas for IDG (but related to information technology) rather than in our traditional areas of expertise. The field has been rather picked over in the last several years and, at the moment, most acquisitions that are presented to us are companies in severe financial straits and/or in a very poor market position.

The new areas mentioned above clearly have a lot of potential for IDG and could substantially fuel our growth over the coming years. Regardless of whether we do it with acquisitions or start-ups everyone can be assured that the '90s will be exciting.

Q What are your priorities for IDG for 1991?

A Our biggest priority for '91 is to give whatever support and encouragement is needed so that all of our operating units around the world make their quarterly and annual plans. We will be concentrating very heavily on making our planning, budgeting and reporting process more streamlined and more accurate.

Here at headquarters, we also have a high priority item in making sure that everyone who contacts us gets at least an acknowledgement of the message within 24 hours. We want to be ever more responsive to our worldwide operating groups.

Q Succession planning has been a recent topic of discussion. What is this concept, and how is it being implemented at IDG?

A The concept is really very simple. We want, in as many cases as possible, to be able to promote from within. The single largest investment in each of IDG's operating companies is their people, and we would like to ensure that the investment pays the largest possible dividends. Those dividends come in the form of having successful and happy employees who can find career advancement and opportunities within their own unit or another group at IDG rather than having to move on to other companies.

While the concept is simple, the implementation is substantially more complex. You can't simply say, "I appoint you the heir/heiress apparent to my position" and then walk away from the situation. Managers have to work very hard with all of their people, giving each of them the opportunity to shine.

We have been working with each of the worldwide presidents and their respective human resource groups to encourage every manager in each of the IDG companies to be very aware of the need to be constantly on the lookout for exceptionally talented people, to work with all of their people on an ongoing basis in terms of getting them appropriate training (internal and external), to encourage them to promote from within wherever possible, to be cooperative in helping people move from one group/unit to another, to always address (at review time) with each of their employees the question of "what would you like to do that you're not doing now" or "where would you like to be in a year from now," and "how do we help you get there," and to make sure that they all have a good No. 2 person who could step in and take over their job.

When new opportunities arise, management will not be able to move people easily unless those people have a good backup.

And, as a quick reminder of how many opportunities there are, just take a look at the available job postings at every business unit. Every single one of these postings represents an opportunity for someone to move up. And there have been cases where people haven't been able to take advantage of a situation, or have been passed over, only because a good backup wasn't in place.

Q What is the best way to propose new ideas to the Executive Committee?

A Anyone is free to submit an idea to the Executive Committee. However, we ask that all ideas be carefully thought out and that they fit into the IDG charter of delivering first-class information services on information technology.

Ideally, the ideas will have been discussed within the person's own operating group (or with other of their colleagues) and represent something unique. This is not to say that they have to be complex. Many of the best ideas are really very simple. Suggestions should be addressed to Marion Kibbee at IDG Headquarters. We never turn down anything out-of-hand. Every idea is reviewed and an appropriate course of action is recommended.

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Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

CW Japan Creates Internal Publishing Institute

Every Monday morning, the entire staff of IDG Communications Japan arrives extra early — not because they enjoy the sardine-like train commute of Tokyo's peak rush hour but to be in time for the weekly seminar of the Publishing Institute.

IDG Japan President **Jim Povec** launched the Publishing Institute in October with a seminar that examined how to decide whether to launch a publication on a particular topic, how to target readership and how to target advertisers. He also discussed the magazine product life cycle and how that relates to the fast-changing computer market.

"It gave a good 'big-picture view' of a publishing company," noted Circulation Assistant **Kazumi Eguchi.**

Since then, outside experts have been invited to make presentations on market research, direct mail, promotion and other areas. Future visitors will lecture on such topics as fulfillment and telemarketing.

Production Assistant **Tomoko Iwama** found the lecture by Mr. Arita of McCann-Direct Hakuhodo on direct mail especially useful. "Later I might be working on DM pieces here, and he explained some important principles of design," she said.

IDG Japan's Publishing Institute will also feature the expertise of its own staff. A survey revealed that many staffers want to better understand how other departments do their work. As a result, representatives from each department or function will explain "A Day in the Life." To date, two representatives from editorial have participated. **Yoshimoto Matsuura**, PC/Workstations editor, has reported on the organization and work flow of his section. And **Kimitaka Usui**, Systems & Software editor, not only explained how he handles his coverage but gave an overview of the historical development of the computer market in Japan

Assistant to the publisher **Yukiko Yoshida** is coordinating IDG Japan's training efforts. "We have scheduled presentations from the advertising department, circulation, production, and accounting," she said. "Also, **Kazuhiko Kajihara** will explain how he uses the Macintosh to produce charts for the Extras."

The Publishing Institute is the latest in a series of in-house educational programs that includes twice-weekly English classes and a recent five-week accounting seminar for the staff of various departments.

"In Japan, traditionally there is great respect for education," Povec explained. "Our staff has really responded to the training. As they become better informed, they are better able to understand the how the organization works, and they cooperate to make it better."

***Anne Ryder**, projects manager at IDG Communications Japan, contributed this story.*

IDG France Organizes First Job Fair in Paris

IDG Communications France entered a new arena in November, hosting its first job fair, Compusearch, at Le Palais de Congras, a renowned exhibition hall in Paris.

Earlier this year, IDG France established IDG Carrieres (IDG Careers), a department responsible for organizing job fairs within large exhibitions such as PC Forum and Sicob. As a first step, Compusearch was launched as a stand-alone job fair independent of any show.

Director of IDG Carrieres **Jean-Loup Hugodot** handled the sale of 31 booths to manufacturers, service companies and recruitment agencies. During the two-day event, clients had an opportunity to meet with more than 2,600 visitors looking for jobs in the information systems industry . Commercial Director **Bertrand de Cerval** was responsible for the exhibition and the promotion, which included a big radio campaign on Europe 1 and Europe 2 as well as France Info radio.

P.A. CONSULTING GROUP
JEAN-PIERRE CAHIER LE MONDE INFORMATIQUE
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ORDIS

Jean Pierre Cahier, a free-lancer for IDG France and a former editor of *Le Monde Informatique*, participates in one of the roundtable discussions at Compusearch.

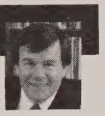
More than 1,000 visitors passed through the "Centre de Competence," an area within the exhibition that featured two daily roundtables with specialized recruitment consultants who spoke about career opportunities and the recruitment process.

"Compusearch was a real success for us and our exhibitors," said Director of Coordination **Marianne Khoubessarian**. "We hope to have an even better showing at the next Compusearch in January."

IDG World Update

Want to know what's going on at the top? Just ask! Every week, chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and vice president/finance Bill Murphy take turns answering your questions in the On line column. Make sure YOUR question is answered by writing down your question in the space provided below and returning it to IDG World Update, 41 West Street, Boston, MA 02111 or via fax (617) 423-0712.

On line
ASK PAT



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On line
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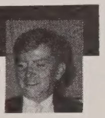
On line
ASK WALTER



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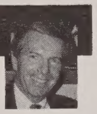
On line
ASK BILL



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Human Resources News

NEW POSITIONS THIS WEEK   January 7, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

RESEARCH ANALYST - DISTRIBUTIONS (IDC)
Will conduct ongoing research and deliver findings to clients, support client inquiries and ad hoc research needs, analyze channel splits and forecast changes in channel usage, design and field surveys instruments, analyze and report on the qualitative aspects of the vendor - reseller relationship, conduct research into the competitive offerings of the vendor's marketing programs and compare and contrast the various vendors' offerings. Requires strong quantitative skills, a firm understanding of the market issues behind the sale of computer hardware and software, excellent written and presentation skills, as well as the ability to communicate effectively at all levels of management and provide good customer service. Will also support the efforts of the IDC sales force in marketing the program.

SALES ASSISTANT - INTERNATIONAL MARKETING SERVICES (IDG)
Will develop comprehensive multi-country advertising proposals. Requires PC literacy, strong communication skills (specifically with clients and international and domestic publishers), and a keen attention to detail. This is a good start up opportunity for telemarketing.

RECRUITMENT ADVERTISING ACCOUNT EXECUTIVE (NWW)
Will prospect and target key recruitment advertisers and ad agencies to sell recruitment advertising pages through telemarketing, service and maintain current accounts, generate correspondence relative to sales activity, establish and maintain visibility to potential advertisers and agencies, and prepare weekly and monthly reports. In addition , will take orders, price work advertisement with clients and provide information in response to inquiries for all recruitment advertising. May occasionally call on and make presentation to clients and advertising agencies. Requires a high energy level and perseverance, a dynamic telephone presence, and three to five years of demonstrated advertising sales experience. Management experience preferred. Knowledge of network technology and the human resources function is desired.

COPY WRITER - MARKETING (IFW)
Will concept and execute ads, direct mail, sales tools and presentations for in-house marketing department. PC and Macintosh experience preferred.

EDITORIAL ASSISTANT P/T (NWW/CW)
Will handle incoming and outgoing mail, make photocopies, file documents, and handle other general office work and news-related errands. Requires an organized, detail oriented individual who is able to fulfill numerous duties in a fast paced environment. Must have good telephone skills and the ability to use common office equipment.

CODEBASE ANALYST (ITI)
Will assist in maintaining the codebase of ITI's U.S. Computer Installation Database, using all in-house resources. Will correct products flagged as bad entries, research new products, resolve inconsistencies in the codebase, conduct quality control of product research, track managers, acquisition and product name changes within the industry, and maintain database of historical product resolution. Requires strong organizational and time management skills, at least six months experience in the computer or information technology industry, and PC experience. College degree is preferred.

SALES ASSISTANT P/T (CWPI)
Will assist in all aspects of Classified advertising sales and promotion. Position requires good communication and organizational skills, the ability to prioritize and work independently with minimal supervision. Requires a working knowledge of computers, or willingness to learn. A familiarity with XYWrite and SaleMaker is a plus.

EXECUTIVE SECRETARY (WEC)
Will provide administrative and clerical support to the Executive Committee and to the Office Manager. Will order office supplies, file, send faxes, master payable file maintenance, and maintain corporate calendar. Individual must be detail oriented with sound word processing skills, MicroSoft Word and Lotus 1-2-3 are a plus, excellent written and verbal communication skills, familiarity with budget process, ability to handle confidential information discreetly, and provide transcription from dictaphone. Requires three plus years secretarial experience and typing speed of 60 WPM.

CUSTOMER SERVICE REPRESENTATIVE (WEC)
Will research and prospect for new business through associations and user groups, present benefits of the conferences to prospects, plan and report on sales calls, track and forward leads, manage sales territories/national accounts, merge, clean and maintain call lists, qualify leads, provide product support via telephone, provide sales management reports, and take conference registrations over the phone. Requires a professional phone manner and the ability to work in a team environment. Two full-time positions are available.

DATA ENTRY ASSISTANT (WEC)
Will provide data entry services to the SaleMaker and to the Meeting Track databases, also provide inquiry fulfillment services. Specifically, will lead fulfillment service by producing response letters and response packages, prepare weekly tracking reports on Lotus 1-2-3, maintain current data in SaleMaker database, pull lists and labels, and assist with marketing mailings on "as available" basis. Requires a familiarity with computers. A fundamental understanding of databases is a plus. Position is covered by two twenty hour/week employees. Two positions are available.

CIRCULATION REPRESENTATIVE - INTERNATIONAL NEWS GROUP (IDG)
Will maintain subscriber and list database, design and update marketing analysis spreadsheets, reconcile monthly invoice and renewal programs, update forecasts, obtain printers' bids, assist in the execution of promotion campaigns, and provide general assistance to the vice president of operations. Requires experience with Lotus 1-2-3 spreadsheet design and analysis on the PC, basic promotion production concepts, basic knowledge of newspaper/magazine circulation marketing. A working knowledge of Lotus 1-2-3 is required with knowledge of dBase III+ is a plus.

TAX ACCOUNTANT (IDG)
Will assist in preparing consolidated federal and state tax returns and provisions, maintain annual tax calendars and research tax issues. Related duties include reconciling general ledger tax accounts and assist in federal and state audits. Requires an Accounting degree with 1-2 years accounting/tax experience and knowledge of spreadsheet packages.

Job Opportunities

Revised: January 7, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Admin.Assistant-Corp.Comm.	Boston, MA	M. Cornetta	(508)935-4734
IDG	Sales Assistant	*IMS*, San Francisco, CA	G. Pohlman	(617)331-3716
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	Tax Accountant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep. (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Recruitment Ad. Account Rep.	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Editorial Assistant P/T	*NWW/CW*, Washington, D.C.	A. Taff	(202)347-6184
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Codebase Analyst	Framingham, MA	C. Page	(508)935-4555
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Librarian	Framingham, MA	M. Walsh	(508)935-4253
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CWPI	Human Resources Director	*Computerworld*, Framingham, MA	M. Stephens	(508)935-4568
CWPI	Sales Assistant P/T	*Computerworld*, Rochelle Park, NJ	N. Tamburrino	(201)587-0090
IDG/P	Regional Sales Manager	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Accounting Assistant	Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Art Director	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Senior Editor	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Ruby	(415)328-4602
IFW	Copy Writer-Marketing	*InfoWorld*, Menlo Park, CA	B. Schonfisch	(415)328-4602
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	P. Murphy	(415)978-3365
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)833-3260
PUB	Administrative Assistant	*Publish*, San Francisco, CA	D. Brooks	(415)833-3282
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Copy Editor	*Macworld*, San Francisco, CA	R. Henrich	(415)243-0505
MAC	Editorial Assistant/Lab	*Macworld*, San Francisco, CA	C. Carmen	(415)243-0505
MAC	Account Manager-Atlanta	*Macworld*, San Francisco, CA	B. Thompson	(415)243-0505

Leftover Funds in Pretax Program Go To UNICEF

In the spirit of the holiday season, the IDG Human Resources Department last month donated $540 to UNICEF, the United Nations Children's Fund.

The source of the contribution was the funds remaining in the dependent care portion of IDG's Pretax Program at the end of the plan year. Under the program, U.S. employees may pay for dependent care expenses, including day care, with pretax money, thereby reducing their gross earnings subject to taxes.

According to Internal Revenue Service regulations, any remaining money in an individual's account is considered forfeited. Rather than rolling the money back in to cover plan expenses, **Tom Mathews**, director of compensation, benefits and systems, and Payroll and Benefits Manager **Debbie Sobin** decided to donate those funds to charity.

Payroll and Benefits Manager Debbie Sobin (left) and Tom Mathews, director of compensation, benefits and systems, give IDG's donation to UNICEF Development Executive Lois Mirsky.

According to Mathews, while most people plan conservatively and have only $5 or $10 left, if that, in their account by the end of the plan year, those dollars add up given the 30-40 employees participating in the program.

"We didn't want to limit the donation to the Framingham area, since the contributions came from a much wider geographical region," Mathews said. UNICEF was chosen because the international scope of the organization reflected IDG's worldwide reach.

IDG's donation has not yet been targeted to a specific need, but the funds will go a long way wherever they are used. Just 24 cents pays for an oral rehydration packet to treat and restore the health of an infant suffering from moderately severe dehydration. Ten dollars will immunize a child against the six major killer diseases.

Corporate Communications Director Appointed

Carolyn Knox, formerly the southwest regional sales manager for *Computerworld*, recently joined the IDG's headquarters office as director of corporate communications.

Her general responsibilities include overseeing and coordinating, on a global basis, IDG's press relations, internal communications and customer communications.

Knox's initial focus has been on redesigning the corporate fold-out brochure, creating full-page "ad shells" that each business unit can personalize, and developing a poster depicting worldwide computer markets. She said that a colorful, informative map of the globe that profiles the installed base and growth projections will fill a void for media planners and executives trying to plan their international marketing efforts.

Carolyn Knox

Later this year, Knox expects to produce a new full-action corporate video for new employees and customers worldwide and a series of VIP events with the top 50 information technology vendors.

Prior to her five-year tenure at *Computerworld*'s Irvine, Calif. office, Knox helped launch *Information Week* for CMP and handled sales in the Northern California/Pacific Northwest region. She has a degree in political science from UCLA, which included a year of studies at the Institut des Etudes Politiques in Paris.

A native Californian, Knox said she is learning the ins and outs of life in frosty New England. In her spare time she enjoys traveling, skiing, tennis and — weather permitting — scuba diving.

Noteworthy!

Federal Computer Week announced the appointment of **James Hussey** as district manager/manager of White Papers. He will be responsible for sales in the Virginia territory as well as coordinating the sales and marketing of the prestigious *Federal Computer Week* White Paper program.

Hussey was previously employed for six years on *CommunicationsWeek*, a CMP Publication. As district manager/marketing manager, his outstanding performance was twice recognized by CMP's Sales Person of The Year Award.

Gina Clark has been promoted to GSA direct sales manager. In her new capacity, Clark will be responsible for the sales of the new high impact GSA Section and will be working with all of the *Federal Computer Week* sales force to ensure the success of the new revenue stream. For the past several years (over 100 issues), Clark has earned a reputation of outstanding customer sensitivity and competency.

Craig Pierce has been promoted to vice president of operations for the International News Group. In addition to his current responsibilities, Pierce will explore new opportunities for newsletter publishing. He will continue to handle financial reporting for the office and serve as systems manager and manager of the IDG PR Service.

Amit Chaudhuri has joined the Research Group at IDC Europe as research analyst on the European IT Market Service. Chaudhuri was formerly with the Business Planning department at Bull HN's Brentford, England headquarters.

Chaudhuri was with Bull for two years, working on various projects involving the product and vertical market groups. He has a broad knowledge of the market for hardware and software products.

Steven Stott joins TISC as regional sales manager. Stott comes from Prime Computer where he was an industry manager in charge of marketing programs and sales support. Stott has a B.S. in business administration and marketing and enjoys boating, tennis and travel.

Rebecca Sykes joins the International News Group as assistant to the president. She was previously an editorial coordinator at *Boston* magazine, serving as the liaison between editorial, art and the business departments. Sykes received a B.A. in history from Earlham College in Indiana and enjoys hiking, travel and reading.

IDC Scandinavia Enters Fiber Optic Project

The Danish Copenhagen Telephone Co. (KTAS) and IDC Scandinavia announced a joint project to focus on Metropolitan Area Networks (MAN) in Europe in 1992 and beyond. MAN will integrate European cities with an infrastructure utilizing high-speed fiber optic communications up to 622 Mbit/sec.

The European Community Commission requires that the potential of MANs on a pan-European scale be fully identified and analyzed in order to focus the Esprit II program on developing Europe-wide MANs. KTAS and IDC Scandinavia are joined by such significant partners in the European MAN arena as British Telecom, the French-controlled Alcatel NV, Italy's Cinti and the Greek University of Patras.

Challenge Results: $5,400 Donation

In a spirited competition in which there were no losers and plenty of big winners, *Computerworld* and *Network World* raised nearly $2,750 to benefit homeless men, women and children via the WEEI 590 Fund. That amount will be equaled by IDG matching funds, resulting in some $5,400 for a very worthwhile cause.

The money was raised in less than two weeks, as *Computerworld* responded to the challenge from *Network World.* At the final tally, *Computerworld's* (admittedly larger) staff raised $1,545 while *Network World* raised $1,200.

"With so many needy charities in need of so much this time of the year, it was extremely gratifying to see the generosity and caring of our staff," said Bill Laberis, *Computerworld's* editor and coordinator of the *CW* effort. "All groups here kicked in, from editorial to sales to production to circulation to maintenance and systems. That's a great feeling."

John Gallant, editor of *Network World* and initiator of the effort, said that his group had to work doubly hard to combat *Computerworld's* superior numbers. "This was a classic win-win situation, no doubt about that," Gallant said. "A lot of people will be helped as a result of this fund raiser, and a lot of people here are feeling that much better this holiday season."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Walter Boyd - IDG HQ

FOURTEEN YEARS
Maureen Burke - CW Publishing

THIRTEEN YEARS
Alan Power - IDG Australia

ELEVEN YEARS
Donna Pomponi - *Network World*
Bill Murphy - IDG

TEN YEARS
Noel Bennett - IDG Australia
William Cadigan - CW Publishing

NINE YEARS
Michael Harrison - IDG Australia
Dorothy Ferriter - IDG

EIGHT YEARS
Franz Josef Heber - IDG Australia
Catherine Keefe - *Network World*

SEVEN YEARS
Shelley Bakst - IDC
Lori Cadarelli - *CIO*
Paul Fitzpatrick - IDG Research

SIX YEARS
Lois Beninati - CW Publishing
Nancy Percival - CW Publishing
Donna Wong - IDC China/Hong Kong
Robin Poulin - WEC

FIVE YEARS
Ann Witzell - CW Publishing
Junzchi Sasaki - IDG Japan

FOUR YEARS
Ed Chittenden - Integrated Media
Silvia Brabec - IDG Austria
Jean Bozman - CW Publishing
Joanne Kelleher - CW Publishing
Barbara Murphy - CW Publishing
Dorothy Pratt - IDC Australia

THREE YEARS
Robert Block - *CIO*
Bob Brown - *Network World*
Charles de Laubier - IDG France
Lisa Nylander - IDG

TWO YEARS
Manfred Zimmerman - IDG Austria
Ingrid Schubert - IDC Germany
David Emberley - CW Publishing
Rosemarie Zeno - IDG
Kenneth Fuller - IDG
Deborah Carlson - ITI

ONE YEAR
Sonja Mohneck - IDC Germany
Michael Miller - CW Publishing
Jeanne Vignoli - CW Publishing
Joseph Panepinto - *Digital NEWS*
Kim Reed - *Network World*
Louise Reed - IDGHQ
Lillian Richard - IDG

Correction:
For the month of December, Ellen Cross and John Watts of CW Publishing and Steve Reynolds of LINK Resources were listed as celebrating one year anniversaries. All three should have been listed as celebrating four years.

A Note for Editors

Installed Technology International will be making summary information on computer trends and utilization at end-user sites available on a regular basis through the IDG News Service. This information may be used by any IDG publication in exchange for a credit to ITI.

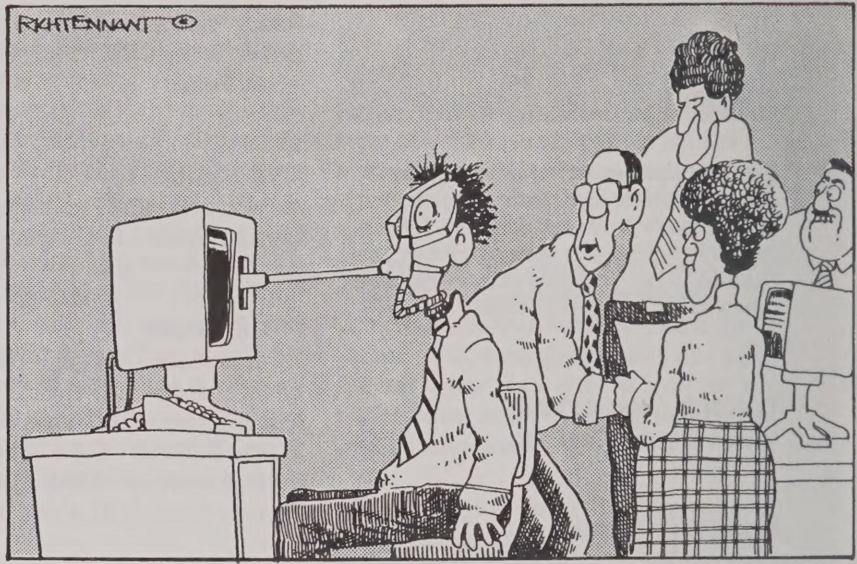
ITI is also considering creating an "icon" on the News Service that would contain more detailed information on computer utilization at end-user sites. This might include:

- Codebase dictionary of over 30,000 technology products (processors, software, peripherals, etc.) including the name, type, and vendor for each.
- Monthly trends in buying behavior of technology products at U.S. sites by vendor by product type.
- Ranking of industries by relative technology intensity, with quarterly tracking of changes.
- Cross tabulations of computers installed by vendor, processor class, industry, etc. across various countries.
- Full site profiles.
- Listing of key contacts for editorial research and interviews (e.g., MIS directors at multivendor sites).

If you would be interested in seeing this type of information available through the News Service, please contact Paul Earl, chairman of ITI. Paul can be reached on the BusinessTalk system at P.EARL or by phone at 508-872-2700.

Off line

Congratulations to all of our enthusiastic cartoon contest contributors. Winner John Barry will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painter's caps. Remember to watch for next week's "Off line" cartoon.



"That's what I'd call a 'hands-on' user interface."
- **John Barry**, *Sun Tech Journal*

HONORABLE MENTIONS:

"Did anyone tell the new guy what would happen if he used the incorrect password three times?"
- **Beth Khoury**, *Networld World*

"From the looks of things, I predict an impending head crash."
- **Greg Cline**, Information Strategies Group

"I think those Windows 3.0 grabbers still need some debugging."
- **Ken Schiff**, *InfoWorld*/PC BuyerBase

"Hang in there, Finster. We're hoping to get budget approval on that anti-virus software sometime next week."
- **Peter Minor**, World Expo Corp.

Two weeks after he spilled coffee on his computer keyboard, Harold discovered that computers, like elephants, never forget.
- **Tracy Smith**, *Publish* and *Computerworld*, Irvine

"It's a really ruthless grammar-checker."
- **Bill Brent**, *InfoWorld*/PC BuyerBase

"That's quite a piece of interactive software that you've got there."
- **Deb Carlson**, Installed Technology International

"That's not what we meant by interfacing, Walt!"
- **Sian Price**, IDC U.K.

"I warned him about playing games on company time!"
- **Mike Malone**, IDG Framingham

IDG *World Update*

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Deborah S. Butler

NEWS EDITOR
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***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

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***AmigaWorld* Pieces Together Frequent Buyer Sweepstakes**
- PAGE 4

***PC World China* Editorial Gains National Recognition**
- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 2 **JANUARY 14, 1991**

IDG Snaps Up Lotus Publishing Corp.

On Friday, January 10, IDG announced that it acquired Lotus Publishing Corp., publisher of *LOTUS* magazine.

The agreement provides IDG with worldwide rights to publish magazines, books, exhibitions, conference and videos on Lotus products. IDG currently has a licensing agreement to publish *LOTUS* in Australia, Denmark and the United Kingdom.

"The purchase of Lotus Publishing Corp. fits nicely with our strategy of developing applications-specific publications, books and exhibitions around the world," said IDG Chairman **Patrick McGovern.** "In the U.S. market, *LOTUS* magazine's specific Lotus-oriented content complements IDG's more general, management-oriented *PC World* magazine. The two magazines will reach more PC-involved managers than the offerings of any other publisher."

"IDG's experience in publishing, conference and exposition management makes it better positioned to help Lotus Publishing reach more of our customers worldwide with a greater number of products," said Jim Manzi, Lotus Development Corp.'s president and chief executive officer.

"I am confident Lotus Publishing can expand its charter by leveraging IDG's worldwide publishing, expo and conference resources," said Mark Flanagan, president and chief executive officer of Lotus Publishing Corp. "

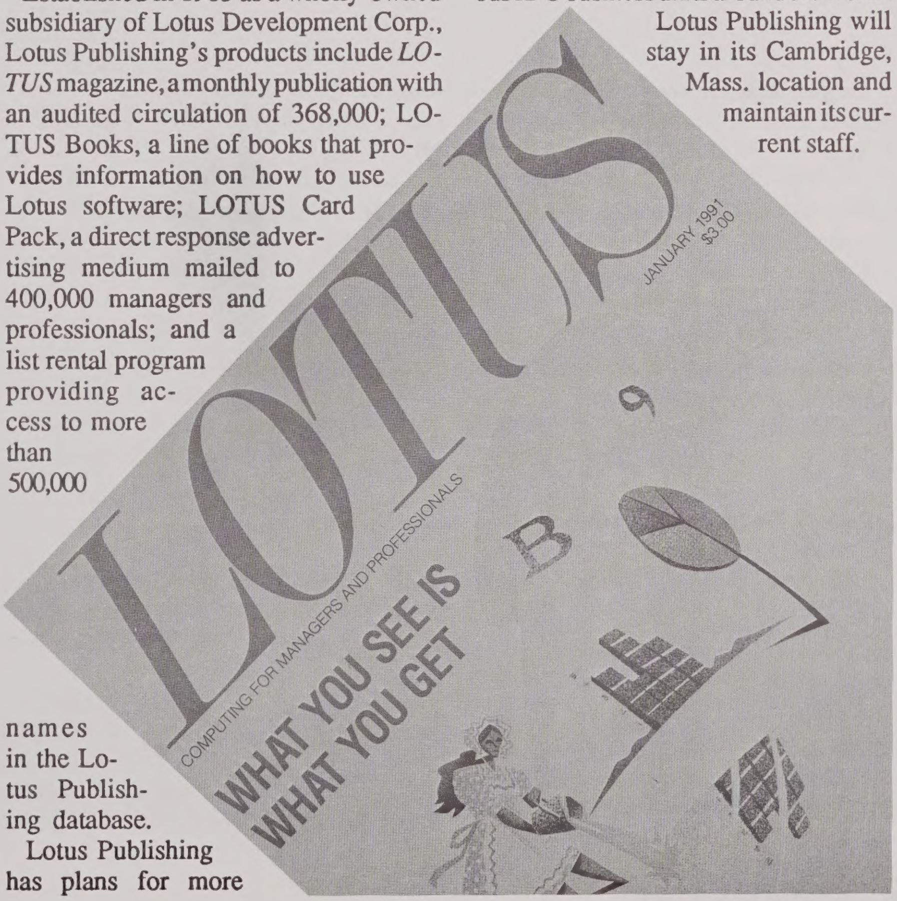
"We're excited about this opportunity," he addeed.

NUMEROUS PRODUCTS

Established in 1985 as a wholly-owned subsidiary of Lotus Development Corp., Lotus Publishing's products include *LOTUS* magazine, a monthly publication with an audited circulation of 368,000; LOTUS Books, a line of books that provides information on how to use Lotus software; LOTUS Card Pack, a direct response advertising medium mailed to 400,000 managers and professionals; and a list rental program providing access to more than 500,000 names in the Lotus Publishing database.

Lotus Publishing has plans for more products on the drawing board, according to **Kelly Conlin,** IDG's director of business development. Plans are underway to develop Lotus products at various IDG business units around the world.

Lotus Publishing will stay in its Cambridge, Mass. location and maintain its current staff.


LOTUS
JANUARY 1991
$3.00
COMPUTING FOR MANAGERS AND PROFESSIONALS
WHAT YOU SEE IS WHAT YOU GET

Survey Feedback Generates New Ideas, Features

Happy New Year!

In this issue we are pleased to publish what you had to say about us. The results of the reader survey are most encouraging. Some 96 percent of you who answered either always or frequently read every issue of *IDG World Update,* and an overwhelming majority approved of the new design.

The highest-rated feature remains the On line column, written alternately by Pat McGovern, Walter Boyd, Axel Leblois and Bill Murphy. Clearly, you all want to know what is going on at the top! To continue producing On line we need your help. All IDG employees are encouraged to send questions for the four executives to answer. We now include postcards in *World Update* once a month that you can use to send in your questions. Make them thought-provoking (remember, we guarantee anonymity!)

We have new ideas for 1991 as well. We plan to feature the best ideas from IDG companies around the world on marketing, circulation, recruitment, editorial and more. We plan more special issues like the research issue and the recycling issue. And we plan a few surprises.

Finally, we want to hear from you. After all, *IDG World Update* is your publication. If you don't like it or feel that your business unit is not well-represented (as some of you have made clear), do something about it. Send us your ideas, your stories and your photos. Participate in the new IDG Exchange Program. We would even like letters from you. *World Update* has never printed letters to the editor, but if you have something to say, we would like to hear it.

Keep those cards, letters, faxes, phone calls and e-mails coming.

David F. Hill, Editor & Publisher

Here's What You Had to Say...

How often do you read *World Update*?

Every Issue	Frequently	Rarely	Never
73%	23%	3%	1%

Do you like the new design begun in June 1990?

Excellent	Very Good	Good	Fair	Poor
26%	40%	25%	7%	2%

Would you read an electronic mail version of *World Update*?

Yes	15%
No	83%
Maybe	2%

How well do you feel your own business unit is covered in *World Update*?

Excellent	Very Good	Good	Fair	Poor
5%	12%	28%	37%	17%

Do you feel that information inside *World Update* is:

Timely?

Excellent	Very Good	Good	Fair	Poor
12%	42%	39%	6%	1%

Accurate?

Excellent	Very Good	Good	Fair	Poor
8%	48%	41%	2%	1%

Please rate the following features:

On line

Excellent	Very Good	Good	Fair	Poor
30%	31%	28%	10%	1%

Off line

Excellent	Very Good	Good	Fair	Poor
24%	30%	28%	11%	7%

Do-er's Profile

Excellent	Very Good	Good	Fair	Poor
13%	27%	33%	11%	16%

Noteworthy

Excellent	Very Good	Good	Fair	Poor
9%	39%	37%	8%	7%

Anniversaries

Excellent	Very Good	Good	Fair	Poor
15%	30%	31%	17%	7%

Calendar

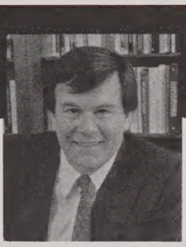
Excellent	Very Good	Good	Fair	Poor
12%	29%	40%	12%	7%

Spotlight

Excellent	Very Good	Good	Fair	Poor
21%	36%	34%	4%	5%

On line

ASK PAT



Q How long do you think it will take before capitalism really takes hold in Eastern Europe?

A There are already many small private enterprises operating in Eastern Europe offering consumer services, consulting, legal and other professional services, and computer software and services. The larger state-owned enterprises in Eastern Europe and the Soviet Union will need to be converted to private ownership in stages in order to provide a systematic transition to a free enterprise economy. This will take two to three years in a country moving rapidly like Poland, and seven to nine years in a large country like the Soviet Union.

Q Why doesn't IDG do something to promote racial diversity in its field? If you look around any major industry press conference, almost every face is white. Would you be willing to launch any programs to change the status quo, such as giving presentations on technology journalism at colleges with heavy Afro-American enrollment?

A IDG's mission of providing the highest quality products with excellent service requires that we are an equal opportunity employer so that we will not exclude any potential job candidate because of race, creed, color or sex to ensure that we hire the people with the best potential available. Therefore, we do have a strong interest in encouraging more people to enter the information technology field. We work actively with our trade association in the U.S., the American Business Press, to introduce the opportunities in the technical press to students at colleges with largely minority enrollment, as well as others.

We are also a substantial contributor to the Business Press Educational Foundation, which offers scholarships and internships to encourage more minority members to enter our field.

Q Under what circumstances, and how often, do you meet with information technology executives in the U.S. and abroad?

A I meet with information technology executives at computer trade expositions sponsored by our companies, at receptions, and in their offices. I try to attend the 10 largest computer shows around the world each year, and meet with the executives there from the companies which are our leading customers or prospects.

When I visit one of the IDG countries, a reception for leading computer industry executives is usually held, at which I have a chance to give a talk about my view of the future of the computer market and meet the executives who attend. I also try to devote 20 to 30 days a year to going out and making sales calls on individual companies with sales people on particular publications, research or exposition services.

Q Do you ever pass along suggestions for story ideas to any of the publications?

A I do not pass along story ideas about a particular company or product because I do not want to appear to be giving specific preference for any company or product. I do regularly read all of our readership surveys, however, and if I see areas where the readers are asking for more extensive coverage, or higher quality coverage, I may pass along a note underlining that observation.

Q Do you have any non-IDG related New Year's resolutions?

A Yes. Among them are: To ride at least 2,000 miles in 1991 on my exercise bike. To read a book a week on world history, biography or economics. To climb Mt. Kilimanjaro.

Q What are your corporate priorities for 1991?

A To ensure that IDG remains true to its 10 corporate values. To encourage everyone at IDG to set realistic goals and to undertake the extra effort to put the highest quality into their products so we can advance during what I believe will be up to two years of stagnant economic growth worldwide. (The information technology sector will do better than average, but will grow much more slowly than its historical rate before it begins to pick up rapid growth again in 1993 and beyond). To continue to be alert to, and be an active participant in, the emerging new business opportunities needed for our continuing growth, using, whenever possible, lean, dedicated, start-up teams!

◆ ◆ ◆ ◆ ◆

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

AmigaWorld Introduces Newsstand Sweepstakes

In an effort to increase newsstand sales, the staff at *AmigaWorld* is experimenting with a Frequent Buyer Sweepstakes in the February, March and April issues.

Readers will be eligible to win a top-of-the-line Amiga 3000 system or more than $7,000 worth of other prizes simply by completing a puzzle. Each month, a different part of the puzzle (a piece of the Amiga 3000 computer) will be included in newsstand copies. Readers will assemble the puzzle pieces on an enclosed entry form and send the completed puzzle to *AmigaWorld*.

Winners will be selected in a random drawing after June 1 and announced in the September issue.

ADVERTISERS INVOLVED

Newsstand Promotion Manager **Debbie Walsh**, Single Copy Sales Director **Linda Ruth** and Jerry Kemmet, a consultant to IDGC/P, came up with the puzzle concept while brainstorming promotional ideas during budget deliberations last year. Walsh said the sweepstakes also serves as a way to involve advertisers; all prizes were donated thanks to the persuasive skills of Circulation Director **Susan Hanshaw**.

A500 Upgrade Guide!
AMIGA
WORLD
Put It All Together
MULTIMEDIA
Amiga Style!
25 Tools For Multi Media Producers
9 Tips For Better Interactive Shows
How To Avoid Copyright Hassles
RAM Supercharge! 11 A500 Boards

Only newsstand copies of *Amiga World* will carry the puzzle.

"Newsstand promotions have a residual effect of increased sales for one to three issues after the promotion has ended," Walsh noted. "This is one of the great benefits of newsstand promotion."

The sweepstakes will be prominently featured on a 4" x 6" "tip-on" card attached to the February cover. *AmigaWorld* will be testing the effectiveness of a two-color vs. a four-color card by an AB split of wholesalers, with half receiving two-color cards, the rest four-color.

A poster for the store window, rather than a tip-on card, will be included in magazines distributed to bookstores and computer stores.

To complement the puzzle promotion editorially, the staff has planned a special three-part series on expanding and upgrading the Amiga 500 that will also begin with the February issue.

IDG France Gets its Kicks Through Football

A few players from the IDG France football team model their attire. Back row, from left: Alain Pacagnella (circulation), non-IDG player, Julien Pottier (accounting), Jean-Pierre Picault (circulation), Remi Scavenius (journalist, *Le Monde Informatique*), Thierry Grelet (accounting). Front row, center: Captain Radames Padovan (computer department), non-IDG player, Vincent Joannot (chief advertiser, *Info PC*).

IDG France's sponsorship of extracurricular activities is legendary. Over the years, the company's special promotions have included tennis, squash and ping pong matches, sailing and road races and even an exotic car rally through Algiers (which had to be cancelled due to the onset of civil strife).

In September 1989, employees **Radames Padovan** and **Vincent Joannot** organized a football team (translation for U.S. readers: soccer team) that practices each Saturday morning near the IDG office.

The team, composed of 10 IDG employees and 10 friends, competes against other area companies including *L'Express*, a weekly news magazine and *L'expansion*, a weekly business magazine.

The group plays 14 matches during the season, which runs from September through May.

Human Resources News

NEW POSITIONS THIS WEEK January 14, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

RECRUITMENT ADVERTISING ACCOUNT EXECUTIVE (NWW)

Will prospect and target key recruitment advertisers and ad agencies to sell recruitment advertising pages (outside sales), service and maintain current accounts, generate correspondence relative to sales activity, establish and maintain visibility to potential advertisers and agencies, and prepare weekly and monthly reports. In addition, will take orders, price work advertisement with clients and provide information in response to inquiries for all recruitment advertising. Requires a high energy level and perseverance and three to five years of demonstrated advertising sales experience. Management experience preferred. Knowledge of network technology and the human resources function is desired.

RECEPTIONIST P/T (IDG)

Will primarily answer phones and provide clerical office support which will include helping with all facets of mailings. This is a 15 hour part time position with hours from 3:00 p.m. to 6:00 p.m. Monday through Friday.

ADMINISTRATIVE ASSISTANT (IDG)

Corporate headquarters located in Boston, seeks an individual who will generate correspondence, handle mailings (including facsimile, telefax, and electronic), provide telephone coverage, meeting schedules, travel arrangements, filing, and maintenance of office equipment. Requires an extremely well organized individual with excellent communication skills, prior experience in coordinating international travel arrangements, and good word processing skills. Knowledge of the Macintosh system is a plus. Must be willing to work extra hours on occasion.

PROGRAM MANAGER - INTERNATIONAL RESEARCH SERVICES (IDC)

Will have primary responsibility for managing and promoting IDC's international computer industry market research programs (Pacific Planning Service, International Planning Service, and various European Planning Services). Will provide direct support to clients, generate new business, oversee program content and delivery. In addition, will initiate, prepare and promote occasional client reports on international industry topics, consulting proposals, brochures, and sales collateral. Requires exceptional writing, research, and presentation skills, international strategic planning or marketing experience, an aggressive, creative approach to product promotion, and a willingness to travel internationally and make client visits.

SALES REPRESENTATIVE, INCIDER/A+ (IDG/P)

Will cover a sizeable territory in the East. Will maintain existing client base, prospect for new business, effect sales presentations by phone, mail and in person, attain ad page, revenue goals, and reliable forecasting. Requires substantial sales experience, preferably in advertising. Apple computer market knowledge or experience and a Bachelor's Degree are a definite plus.

DIRECTOR OF PUBLIC RELATIONS (CWPI)

Primary focus will be to increase Computerworld's visibility in the business and general press, publicize editorial and marketing achievements, start and run a speakers' bureau and place stories and columns in selected business and general interest publications. Will also help to develop communication plans targeted at computer vendors and public relations firms as well as help them to better understand how Computerworld works. Will publish an editorial/marketing newsletter and help to develop creative approaches to marketing communications. Requires a Bachelors degree, a minimum of five years of corporate communications experience, at least two years of which must be in the computer or publishing fields, excellent written and communication skills, and knowledge of the computer industry. Experience in newsletter publishing is a plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge / Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

Revised: January 14, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Admin.Assistant-Corp.Comm.	Boston, MA	M. Cornetta	(508)935-4734
IDG	Sales Assistant	*IMS*, San Francisco, CA	G. Pohlman	(415)331-3716
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	Tax Accountant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Receptionist P/T	Rochelle Park, NJ	P. DeBiase	(201)587-0090
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep. (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Recruitment Ad. Account Rep.	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Editorial Assistant P/T	*NWW/CW*, Washington, D.C.	A. Taff	(202)347-6184
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Codebase Analyst	Framingham, MA	C. Page	(508)935-4555
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Librarian	Mountainview, CA	M. Walsh	(508)935-4253
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CWPI	Human Resources Director	*Computerworld*, Framingham, MA	M. Stephens	(508)935-4568
CWPI	Sales Assistant P/T	*Computerworld*, Rochelle Park, NJ	N. Tamburrino	(201)587-0090
CWPI	Director of Public Relations	*Computerworld*, Framingham, MA	P. Caplin	(508)879-0700
IDG/P	Regional Sales Manager	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Art Director	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Sales Representative	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Ruby	(415)328-4602
IFW	Copy Writer-Marketing	*InfoWorld*, Menlo Park, CA	B. Schonfisch	(415)328-4602
IFW	Director of Marketing	*InfoWorld*, Menlo Park, CA	D. Veraitis	(415)328-3566
IFW	Senior Editor	*IDG/ Books*, Menlo Park, CA	D. Veraitis	(415)328-3566
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)978-3260
PUB	Administrative Assistant	*Publish*, San Francisco, CA	D. Brooks	(508)879-0700
PUB	Associate Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Editorial Assistant/Lab	*Macworld*, San Francisco, CA	C. Carmen	(415)243-0505
MAC	Account Manager-Atlanta	*Macworld*, San Francisco, CA	B. Thompson	(415)243-0505

Digital NEWS Staff Hosts Magical Evening at DEXPO/West

"Abracadabra" was the password for last month's highly successful *Digital NEWS* party at DEXPO/West in Las Vegas, the largest DEC tradeshow of the year.

Sales Operations Manager **Laurel Peddie,** Marketing Communications Specialist **Regina Twiss** and Advertising Coordinator **Debbie McKenna** planned a magic theme for this year's event, complete with magic wands in selected invitations and souvenir bags filled with books of magic tricks and *Digital NEWS* playing cards.

A magician and a mime entertained more than 500 prominent industry executives and other guests at the opulent Mirage Hotel, the largest crowd for any *DN* party to date.

The *DN* staffers were, of course, resplendent in their trademark colors, royal blue and black, or magician's wardrobe of tuxedos with tails.

Members of the *Digital NEWS* staff take time out from their DEXPO/West festivities. (Back, from left) Regina Twiss, Ray Corbin, Jon Epstein, Wayne Silverman, Alfred Lara, Dave Egan, Rich Molden and Bob Carrigan. (Front) Gordon Plutsky, Debbie Winders, Hannah Eaves, Debbie McKenna and Sherry Sneed. Absent from photo is Eileen Trapp.

Welcome Words

A recent piece by syndicated columnist Tom Peters cited *CIO* as "must reading" for those who usually rely on the *Forbes/Fortune/BusinessWeek* staples. Peters writes, "And now for something completely different (and just as good). *CIO*...is for you and me, and maybe some info execs as well...If you're not an intuitive type, you need case studies, with a minimum of infobabble. Right? If so, welcome to *CIO*."

CIO's phone rang off the hook after the unsolicited endorsement.

- from IDG's *Competitive Newsletter*, 12/19/90

IDG Exchange Program Takes Off

Applications for the new IDG Exchange Program continue to pour in to the IDG News Group office. Here's a look at some of the submissions:

- An account executive at IDC Japan and his family are interested in spending two weeks with a host in the U.S., Europe or the U.S.S.R.

- A *Computerworld* correspondent is willing to exchange his home in California for up to one month with a colleague in China, Japan, Germany, Argentina or Australia.

- An editor at IDG France is interested in hosting a girl, aged 12-18, for two weeks and would also like to send one of her daughters, age 16, to Germany for a non-academic visit.

- A *Publish* employee would like to stay with a host in Italy, or exchange homes, for one or two weeks.

The IDG Exchange Program is a three-part leisure travel program for employees and their families.

In the youth exchange, children of IDG employees age 14 and older may stay up to six months in the home of another IDG employee. In the family/individual component, employees host visiting colleagues and families in their homes for up to two weeks. In addition, individuals or families can choose to exchange homes so that each can vacation in the other's country inexpensively.

If you're interested in any of these exchange opportunities, send in the application from the December 10 issue of *IDG World Update* to the *World Update* office or contact **Deborah Butler** or **Patricia Smith** at (617) 423-9030, fax (617) 423-0712 and ask for a form.

PC World China Wins National Editorial Award

PC World China was recently awarded third prize for the excellence of its editorial in the 1989-90 national electronic and computer periodical contest.

Since the publication's launch in 1987, the number of *PC World China* subscribers has grown at an annual rate of more than 50%. The January 1991 circulation is 60% greater compared with the same period a year ago. *PC World China* has become the fastest growing publication in the People's Republic of China, exerting a broad influence on China's computer industry.

Li Liangyu, editor of China Computerworld, *contributed this article.*

***PC World China* staffers celebrate their national award. (From left) Zhou Zhonglin, Li Mingxia, Guo Xu, Chief Editor Liu Yaying and Gao Yuxiang.**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Bill Murphy

THIRTEEN YEARS
J. Michael Lowe - *InfoWorld*

TEN YEARS
Bill Laberis - CW Publishing

NINE YEARS
Steven Brown - *InfoWorld*

EIGHT YEARS
Joan Daly - *Network World*

SEVEN YEARS
Pauline Smith - CW Publishing
Barbara Lewis - *PC World*
Laura Smith - *PC World*
Peggy Watt - *InfoWorld*

SIX YEARS
Donald Young - IDG HQ
Audrey Shohan - CW Publishing
Michael McShane - *InfoWorld*

FIVE YEARS
Sally Cusack - CW Publishing

FOUR YEARS
Paula D'Amico - CW Publishing
Eileen Trapp - *Digital NEWS*
Peter Perry - *InfoWorld*
Mark Brownstein - *InfoWorld*

THREE YEARS
David Beynon - IDG Australia
Paul Young - LINK Resources
Christina Erickson - *InfoWorld*
Martin Marshall - *InfoWorld*
Mari Eliza - *InfoWorld*

TWO YEARS
Simon Anderson - IDG Australia
Deborah Wright - *InfoWorld*
Sharon Chin - *InfoWorld*
Anne Kaliczak - *InfoWorld*
Holly Howard - IDG
Shirley Tafoya - *InfoWorld*
Diane Templin - *InfoWorld*
Tania Howes - *InfoWorld*

ONE YEAR
Melvin Fried - ITI
Marlene Müller - IDC Germany
Tracie Seder - *Network World*
Rosemary Geiszler - IDG
Janet Dubois - WEC
Ben Barbante - *InfoWorld*
Kristi Coale - *InfoWorld*
Rod Chapin - *InfoWorld*
Florence Mishaw - *InfoWorld*
Tricia Englert - *InfoWorld*
Eric Azinger - *InfoWorld*
Diana Duarte - *InfoWorld*
Jerry Parsons - *InfoWorld*

• • • • •

Last week Bill Murphy's anniversary was listed incorrectly. His correct anniversary of twenty-one years appears this week.

Noteworthy !

Beverly Ann Davis joins *Network World* as administrative assistant. Davis will provide administrative support to regional manager **Christine Curry**. She received her secretarial certificate and enjoys writing poetry, reading, tennis and bike riding.

Mona Lieberman joins *Publish* as a sales assistant. Lieberman was previously a conference coordinator for Peat Marwick. She has a B.S. in marketing from Fairleigh Dickinson University in Teaneck, N.J. and enjoys aerobics, reading, tennis and travel.

Jacqueline Emigh joins *Network World* as a staff writer in control of the new products section. She was previously a freelancer and has had stories about everything from SONET to network management published in a broad range of books, including *CommunicationsWeek*, *Communications News* and *Telephony*.

Before venturing out on the freelance trail, Emigh was an assistant editor at *Telecommunications* magazine. Other experiences include writing for a a monthly publication in the food industry, television reporting and teaching at Brookline High.

Susan Rogers joins IDG as a consultant for Corporate Human Resources. She will oversee special projects in compensation, benefits and HR systems. Rogers was previously with Dun & Bradstreet as senior manager of compensation. Rogers has a bachelors degree in human resources management from Southeastern Massachusetts University and says that her 6-month and 2-1/2 year-old children keep her very busy.

Digital NEWS welcomes **Shawn Willett** as L.A. bureau chief/editorial in charge of storage issues. Willett was formerly with Ultinet Development as a marketing manager, and received a bachelors degree from U.C.L.A.

Susan Woodworth joins *CIO* as an operations assistant. She will assist the V.P. of operations and the administrative manager and be responsible for customer service, subscription information and providing general office/clerical support.

IDG Names Three New STARs

IDG Corporate Controller **Ted Bloom** and Corporate Tax Director **Jayne Enos** presented the quarterly IDG STAR Awards last month at the IDG Corporate holiday luncheon. Award winners receive a cash prize and a crystal star crafted by Tiffany's in recognition of their outstanding performance in service, teamwork and results.

Chosen for her ability to make any situation run smoothly, STAR Award winner **Lucy Sheehan** is looked upon by her peers as someone who is always willing to contribute or lend a helping hand. She has helped to produce many of the IDG functions, including the summer outings and holiday luncheons.

(From left) award winners Lucy Sheehan, Janet Keough and Susan Volpe

Sheehan began at IDC in March 1983, and in January 1985 was promoted to executive secretary assisting the President's office. In June 1986, she transferred to IDG and joined the Chairman's office. Currently, she holds the title of executive assistant/office manager.

Janet Keough began at IDG in October 1988 in the accounting department. Keough was recognized for providing exceptional service on a day-to-day basis. Patient with those unfamiliar with financial statements, Keough invariably takes the time to discuss, review, and help the client understand.

Susan Volpe joined IDG as an employee relations representative in human resources in September 1989. Prior to joining IDG she worked at the Massachusetts Eye and Ear Infirmary where she was an assistant staffing specialist.

Volpe received recognition for her ability to provide individualized attention to client companies and comprehensive follow up.

IDG Germany Holiday Party

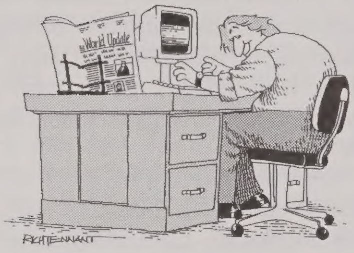
With more employees than ever before, IDG Germany had to switch the location for its Christmas party from the office's famous cellar bar to a Munich restaurant.

The staff enjoyed good food, Gluhwein (a famous German Christmas drink) and holiday music from bookkeeper/singer **Shirley Kohn**. Several IDG colleagues joined the celebration, including **Dr. Vladimir Tichy** and **Vitezslav Jelinek** from *Computerworld Czechoslovakia* and **David Hood**, IDG's London-based international controller.

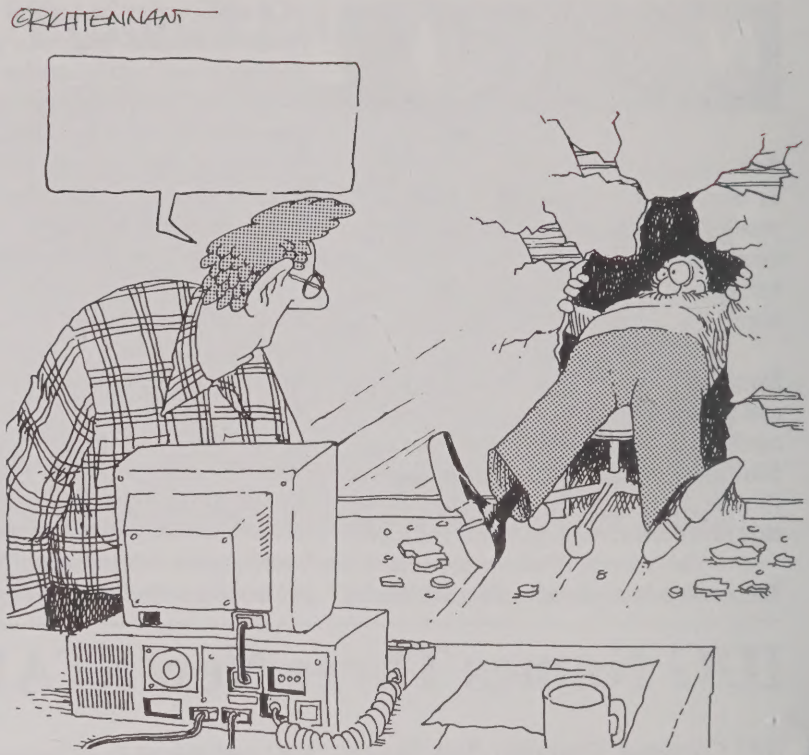
Santa Claus (Heinz Zimmermann) and his angel (Antoinette Kerecsenyi) made an appearance.

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, February 12. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
David Bromley
Sharon Baker

EDITORIAL ASSISTANT
Maureen Page

GENERAL MANAGER
Craig Pierce

***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

IDC and IDG Germany Plan Production of First German White Paper
- PAGE 2

Communications Networks Show Debuts in Korea
- PAGE 4

IDG Japan Finds Unique Outlet for Relaxation
- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 3 **JANUARY 21, 1991**

PC World Leads Entry to Greek Market

PC World entered its 17th market last month with a launch in Greece under license with Athens-based H.A. Samouhos Publications LTD. The publication is available on newsstands and through subscription with an initial circulation of 15,000 readers.

"The launch of this monthly magazine comes at a time when the Greek personal computer market is expected to show great growth," said IDG Chairman **Pat McGovern**. "As many industries continue to be privatized, IDG will provide personal computer buyers with the information they need to integrate the newest and best technologies."

Samouhos Publications is simultaneously test-marketing Greek-language versions of *Macworld*, *AmigaWorld*, *Publish*, *PC Games* and *Portable Computing*.

The personal computer market in Greece today comprises some 60,000 IBM and IBM-compatible computers, 5,000 Macintosh computers and 1,000 Amigas. According to Chris Samouhos, president of Samouhos Publications, the technology market in Greece is 95% personal computer-based. An 83% growth rate is expected in 1991, increasing the IBM and compatible base to 110,000 and greatly expanding the sales potential for IBM-compatible vendors.

Even torrential rains couldn't dampen the demand for *PC World Greece*. Samouhos said that although three days of heavy rain coincided with the publication's first appearance on the newsstand, a remarkably high number— 50% of the issues—were sold during that period.

Samouhos, who initially published *PC Magazine* under license with Ziff-Davis, said that his readers have responded enthusiastically to the new publication. "Many people have said that *PC World* is a superior product," he observed.

McGovern will be in Greece on February 25 for a press conference formally announcing both the IDG/Samouhos relationship. *Computerworld* will debut in late March. *InfoWorld* is scheduled to debut in February and will appear not as a separate publication but as a weekly insert in participating national and local newspapers throughout Greece.

The publishing office of *PC World Greece* is located at 3-5 Stiron Street, Zografou, GR-157 71, Athens, Greece. The telephone number is 301-771-3666, fax 301-770-4475.

JET COMBAT SIMULATORS . . . και άλλα
PC GAMES
MACWORLD
PC WORLD
ΤΟ DOS ΖΩΝΤΑΝΕΥΕΙ
WINDOWS 3.0-Η ΕΠΟΜΕΝΗ ΓΕΝΙΑ
Amiga 3000
SPECIAL!

IDC, IDG Jointly Plan First German White Paper

IDC Germany and IDG Communications Verlag AG are teaming up to produce what is believed to be the first IDC White Paper outside the U.S.

The White Paper will be an independent survey report authored by IDC Germany experts on a single topic within the world of information processing and communication technology.

Like the IDC White Papers in the United States, which are supported by a single advertiser and have appeared as inserts in *Computerworld*, the German version will be included periodically as single-sponsor inserts in *Computerwoche*. IDG Germany will be responsible for marketing the new product.

After extensive research by IDG Germany showed that the term White Paper does not carry quite the same meaning in the German market, IDC and IDG staffers agreed that the new product should be entitled Compendium. The term, borrowed from the sciences, conveys professionalism and authority and, by definition, tells the reader what to expect: a brief collection of current knowledge on a specific subject.

MARKETING PLANS

Computerwoche Advertising Manager **Karin Giffhorn**, Art Director **Ika Bratuscha** and Copy Chief **Rafl Veenstra** have designed a high-quality, glossy portfolio to present the concept of Compendium to potential sponsors.

The seven-page portfolio includes a sample cover, descriptions of the Compendium concept and IDG, a sample of the editorial and layout and a range of the topics that may be covered in future Compendiums. As a bonus, each sponsor of Compendium will receive a cordless telephone.

IDC

COMPENDIUM

EIN NEUES MEDIUM

MARKTGESCHNEIDERT

FÜR IHRE PRODUKTLINIE

IDG Germany is using this mock cover on the portfolio presented to prospective sponsors. The boxed text reads, "a new medium for your product line."

While Compendium will appear as an insert in *Computerwoche*, the product has been created so that it may appear in other IDG publications or in independent economic magazines such as *Der Spiegel* or *Wirtschaftswoche*. If there is a demand, Compendium may be translated into English.

The IDC/IDG team feels that Compendium offers a new dimension in advertising that will attract the interest of prestigious customers and their agencies, a consensus that was supported by the quick action of the product's first sponsor. Staff members don't want to reveal the topic or sponsor just yet, but they will say that the advertiser is "a giant in the global market."

Compendium will premier on March 15 during CeBIT '91, and *Computerwoche*'s circulation will be increased from 37,000 to 65,000 for the occasion.

On line

ASK BILL

Q **How much cash does IDG collect worldwide on an average day, and how do you invest it?**

A A true measure of the financial health of any company is cash flow. Cash flow is cash generated from operations and outside borrowing or equity funding, which is in excess of working capital requirements, fixed asset requirements, and funds required for investments or acquisitions.

IDG had operating cash flow in the fiscal year ending September 30th in excess of $40 million.

All excess cash is invested to achieve the highest available after-tax return commensurate with safety of principal and total liquidity.

This involves using a number of investment instruments such as repurchase agreements, bank certificates of deposit, high-grade commercial paper, U.S. Treasury bills and notes, money market remarketable preferred stocks, tax exempt variable rate municipal bills and notes, etc.

The structure of the portfolio is a function of the trend in interest rates. When interest rates are trending down it is prudent to lengthen maturities in order to lock in higher rates, when interest rates head up you want to be short-term in order to capture ever increasing yields.

Q **Do you have any special arrangements to invest money from IDG operations in the People's Republic of China or the former Eastern bloc countries?**

A With respect to the PRC, we recently reinvested part of the accumulated earnings from our joint venture *CW China*, in a 100% owned startup in the PRC. In the PRC there are substantial tax advantages to reinvesting rather than taking your profits out of the country.

Former Eastern bloc countries and the U.S.S.R. for the most part do not yet have convertible currencies. As a result, barring some form of bartering arrangement, profits are reinvested in those countries with the expectation that over time they will all have a currency which will be readily convertible into dollars.

Q **What new employee benefits do you see on the horizon?**

A With a weak economy in the U.S. and the extremely high costs related to employee benefits, the trend is toward better utilization of existing benefit programs. A number of companies in the U.S. have adopted "cafeteria-style" plans which enable employees to customize the benefit package to their particular needs. The IDG Human Resource Group monitors the pros and cons of all these programs and, when appropriate, makes recommendations to the IDG Executive Committee.

Day care continues to be the most controversial issue facing employers. IDG has long tried to accommodate employees' needs through referral services, conferences, the Section 125 program, etc. Unfortunately, availability of quality day care for children is the problem.

In the 90's, I am certain all major office buildings will have a day care center as one of the amenities offered to tenants. Ironically, it is the current weak commercial real estate market which will most likely precipitate this change.

Q **What are your corporate priorities for 1991?**

A Like many others I believe the worldwide economic environment in 1991 will be a difficult one. As 1990 opened with a good deal of optimism, 1991 starts with a great deal of pessimism.

Having been through several recessions while with IDG, I can tell you that by putting out that extra effort, driving for increased market share, and maintaining the proper relationship between revenues and expenses, we have come out of each recession stronger than we were going in.

Q **With the outbreak of war in the Middle East, how should I be investing my funds?**

A The obvious tendency is to be heavily weighted in cash due to the uncertainty of how markets will respond to war in the Mideast. There is a French expression which translated literally says "sell on the cannons and buy on the trumpets." This would suggest you buy a few days after the beginning of war when markets have sold off, and sell when hostilities end and markets rebound.

As I write this, the war has just begun. Let us hope for a swift conclusion.

◆ ◆ ◆ ◆ ◆

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

CN Makes Its First International Appearance

World Expo Corp. launched its first Communications Networks show outside the U.S. with four days of CN/Korea this past December. The event, which attracted close to 10,000 attendees, was the first major international communications exhibition and conference ever held in Korea.

Sixty-five exhibitors from Korea, the U.S., the U.K., France, Spain, Denmark, Belgium, Canada, Japan and Singapore came to Seoul to take advantage of the nation's rapidly expanding telecommunications arena.

With total liberalization of the Korean telecommunications market expected sometime this year, exhibitors and attendees came to CN/Korea to explore potential joint ventures, licensing agreements and open trade between Korea and foreign suppliers.

Dorothy Ferriter, World Expo Corp.'s international project manager, said that the show succeeded on many levels. In addition to a good turnout by exhibitors and attendees, many exhibitors quickly signed up for space at next year's show; Northern Telecom, for example, doubled its booth space for 1991. As an indication of their satisfaction with the proceedings, the Korean Exhibition Center (KOEX) authorities agreed to hold CN/Korea '91 in the main KOEX exhibition hall rather than the annex, which allows for expanded floors and more flexible arrangements for exhibitors.

According to Ferriter, the prestige of the show could also be gauged by the prominence of some of the special guests. The Korean Telecommunications Authority (KTA), the driving force behind telecommuncations development in Korea sent many representatives to the show.

The Commission of the European Communities, which organized (and subsidized) a multinational pavilion for its members at the show, also sent a large number of influential representatives.

The U.S. Trade Center organized a U.S.A. pavilion with notable presence from AT&T, IBM, DEC and Motorola. Another first for Word Expo was its involvement with the planning of a reception for U.S. exhibitors at the U.S. ambassador's residence in Seoul. It was another notable coup for World Expo staffers, who drew on their ties with the U.S. Department of Commerce to organize the event.

WEC will produce its second CN show outside the U.S. in Melbourne, Australia, November 19-21. Plans are underway to take CN to Japan and Hungary, as well.

CN KOREA '90
COMMUNICATION NETWORKS KOREA
한국국제종합정보통신망전시회
DEC 5-8 1990
KOREA EXHIBITION CENTER
WORLD EXPO CORP.(WEC)
1990 12.5-1
WORLD EXPO CORP.

VIP delegates join Cherif Moujabber, World Expo's president and CEO (far right), during the opening of the first CN/Korea. Participants attended a tea ceremony before the event and received their gloves and scissors from women in traditional Korean dress.

Human Resources News

NEW POSITIONS THIS WEEK January 21, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

HRIS ASSISTANT (IDG)
IDG Corporate Human Resources seeks an administrative assistant to the Manager of Human Resource Information Systems (HRIS). Primary responsibilities include data entry and general maintenance of the HRIS system, ad hoc and monthly reporting, and administration of the internal job posting program. Also, will provide general support to HRIS Manager. Requires a well organized and detail oriented individual with excellent communication and writing skills, and the ability to handle multiple projects. PC and Macintosh experience is requires, as well as a working knowledge of WordPerfect and Lotus 1-2-3. Prior network experience is a plus.

ASSOCIATE NEWS EDITOR, *IDG NEWS SERVICE* (IDG)
Primary responsibilities include working with the news editor to collect, edit, prioritize and transmit stories for IDG's daily on-line international news service. Other duties include handling requests from IDG's U.S. and overseas editors, writing short news items, and tracking story usage in U.S. and foreign publications. Requires a minimum of 2-3 years editorial experience, preferably in the computer trade press, familiarity with the computer industry, an ability to handle a variety of tasks concurrently, excellent communication and organizational skills, and the ability to work with minimum supervision. Position involves some travel.

EXECUTIVE SECRETARY, *CHAIRMAN'S OFFICE* (IDG)
Will support the executive management team, work with the Executive Assistant to the Chairman, the Director of Business Development, and the Chairman of the Board. Specifically, will compose correspondence, edit text, type dictation, make international travel arrangements as well as work closely with the Executive Assistant to the Chairman. Requires very strong English/writing skills, strong dictation/transcription skills and a typing speed of at least 65 wpm.

RECEPTIONIST/SECRETARY, *CHAIRMAN'S OFFICE* (IDG)
Will handle the Corporate switchboard as well as provide clerical and administrative support to the Executive Assistant to the Chairman. Requires excellent oral and written communication skills, computer experience, and professional phone manner.

CIRCULATION COORDINATOR (DNP)
Will coordinate day-to day circulation department activities. Specifically, will coordinate subscription fulfillment, promotion and distribution efforts, maintain relationships and monitor services of outside vendors, provide information and circulation-related support to Digital NEWS' sales and marketing , production, and editorial staff in addition to other IDG personnel. Will participate in developing circulation department strategies and goals and assist in budgeting, promotion planning and project analysis. Requires PC literacy, preferably on a Macintosh operating system, good communication and organizational skills, and a mature professional style. College degree preferred, but not required.

SENIOR BOOK EDITOR, *IDG BOOKS* (IFW)
Exciting startup opportunity publishing computer books on a wide range of technology from PC to Macintosh to Amiga to Unix to networking hardware and software. Specifically, will acquire and develop computer books and manage freelance editors on a fast-paced schedule. Requires book experience, strong editing and writing skills, and experience in managing editorial projects.

EDITOR-IN-CHIEF/ASSOCIATE PUBLISHER (PCW)
Will administer the PCW design and editorial budgets to ensure adherence to budget guidelines, manage communications with and compensation of PCW's outside contributors, maintain key department information databases, act as liaison to marketing and research departments, as well as plan and coordinate special projects. Requires a sound understanding of budgeting principles, strong personal organization, the ability to independently plan and execute projects, and good interpersonal and communication skills.

TELEMARKETING REPRESENTATIVE (PCW)
Will provide telephone contact with PCW advertising prospects to discuss PCW advertising viability and pre-qualify for outside ad sales representatives, as well as prospect and sell advertising in a soon to be published postcard deck sent to PCW subscribers. Requires a highly organized individual with current telemarketing ad sales experience, PC literacy, excellent communication skills, and a high level of energy.

RECEPTIONIST, *HOLDING CO.* (PCW)
Will provide lunch and break relief for 5th and 6th floor reception desks, handle switchboard, courier and fax duties, greet guests, and maintain reception area. Will also provide clerical support to the Office Services and Accounting department sas needed. Requires receptionist experience, good communication and interpersonal skills, and the ability to be flexible.

MANAGING EDITOR (LOTUS)
Will be responsible for day to day leadership of editorial operations, including issue planning, assisting writers and editors, editing some manuscripts and supervision of the production and copy-editing departments. This position reports to the Editorial Director. Requires at least 10 years of publishing experience, preferably with a publication about the PC industry, strong writing and editing skills, prior management responsibilities, and a familiarity with 1-2-3. Knowledge of XyWrite is a plus.

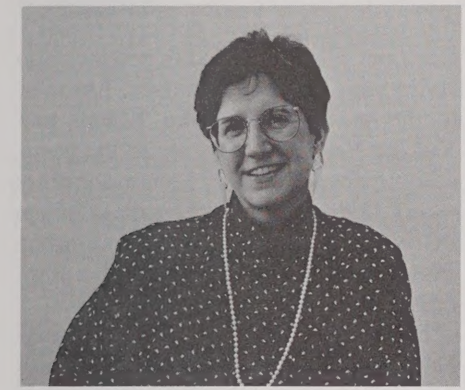
CIRCULATION ASSISTANT (LOTUS)
Will respond to subscribers' inquiries, provide administrative and analytic support, and assist in the implementation of subscription marketing programs. Requires an effective communicator with top organization skills as well as at least one year of related work experience.

Job Opportunities

Revised: January 21, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Sales Assistant	*IMS*, San Francisco, CA	G. Pohlman	(415)331-3716
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	Tax Accountant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Receptionist P/T	Rochelle Park, NJ	P. DeBiase	(201)587-0090
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	HRIS Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Executive Secretary	Boston, MA	M. Dolaher	(617)534-1200
IDG	Receptionist / Secretary	Boston, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep. (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Recruitment Ad. Account Rep.	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Editorial Assistant P/T	*NWW/CW*, Washington, D.C.	A. Taff	(202)347-6184
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Codebase Analyst	Framingham, MA	C. Page	(508)935-4555
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)693-6890
LOTUS	Circulation Assistant	*LOTUS*, Cambridge, MA	L. Folsom	(617)693-6833
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Librarian	Mountain view, CA	M. Walsh	(508)935-4253
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CWPI	Human Resources Director	*Computerworld*, Framingham, MA	M. Stephens	(508)935-4568
CWPI	Sales Assistant P/T	*Computerworld*, Rochelle Park, NJ	N. Tamburrino	(201)587-0090
CWPI	Director of Public Relations	*Computerworld*, Framingham, MA	P. Caplin	(508)879-0700
IDG/P	Regional Sales Manager	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Art Director	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Sales Representative	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Ruby	(415)328-4602
IFW	Copy Writer-Marketing	*InfoWorld*, Menlo Park, CA	B. Schonfisch	(415)328-4602
IFW	Director of Marketing	*InfoWorld*, Menlo Park, CA	D. Veraitis	(415)328-3566
IFW	Senior Editor	*IDG/ Books*, San Mateo, CA	M. McCarthy	(415)358-1254
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Editor-in-Chief/Assoc.Publisher	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Receptionist P/T	*Holding Co.*, San Francisco, CA	P. Murphy	(415)978-3365
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)978-3260
PUB	Administrative Assistant	*Publish*, San Francisco, CA	D. Brooks	(508)879-0700
PUB	Associate Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345

IDG List Services Appoints First President



Deb Goldstein

Deb Goldstein, formerly director of IDG List Services, was recently promoted to president of the division.

When Goldstein joined the ranks of IDG, she was part of a diversified department that handled, among other duties, launches and circulation promotion for all the publications.

She recalls that at first she had little understanding of how to make money from lists and credits a former employee for pointing out that an in-house list management operation needed to be formed. Although Goldstein acknowledges "no one really sets their sights on becoming a list manager," she found that she really loved working with people as well as the autonomy the newly formed individual business unit offered.

From a modest beginning with a staff of two word processing assistants, Goldstein has built up products, created a specialized LAN database, formed an international component and doubled the staff.

Under her direction, the division's revenues have increased 20% annually for the last two years.

Most recently, Goldstein was chosen over other list directors from Ziff-Davis, Cahners and CMP to be profiled in a *MagazineWeek* feature on list management.

15,000 Expected to Visit *Macworld Sweden*

Macworld Expo will makes its second appearance at the Stockholm National Fairs in Sweden on January 29-30.

Organized by the Swedish *Macworld,* this strictly business-oriented Macintosh show promises to offer more than 130 vendors and distributors of Macintosh hardware, software and services. The show has been expanded to accommodate three times as many exhibitors as last years.

The show kicks off with industrial day, open to vendors, distributors, press and key accounts. Comprehensive seminar programs will run every day during the show, and for approximately 20 minutes each hour there will be product testing, product launches and seminars covering such topics as System 7.0, Pre-press, Desktop Publishing and Multimedia.

The Swedish Macintosh market is one of the largest in relation to the population, and more than 15,000 visitors are expected from the Nordic countries. Advertisements have appeared in *Macworld, Computer Sweden* and *Macworld* in Norway, Denmark and Finland.

Calendar

- **JANUARY 28-31**
  MacworldExpo/ Stockholm
  Stockholm National Fairs
  Stockholm, Sweden

- **JANUARY 29-31**
  Communication Networks
  and Network Computing Forum
  Washington Convention Center
  Washington, D.C.

- **FEBRUARY 14-16**
  Macworld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **FEBRUARY 18-19**
  European Managers Meeting
  Prague, Czechoslovakia

- **FEBRUARY 20-21**
  CW Product Line Meetings
  Prague, Czechoslovakia

- **FEBRUARY 22-23**
  PC World Product Line Meetings
  Prague, Czechoslovakia

- **FEBRUARY 28**
  IDG Board of Directors Meeting
  Boston, Mass.

- **MARCH 12-14**
  Macworld Expo/Birmingham
  National Exhibition Center
  Birmingham, England

- **MARCH 20-22**
  Macworld Expo/France
  CNIT
  Paris, France

- **MAY 7-10**
  Ifobab Budapest
  Budapest Internat'l Fair Centre
  Budapest, Hungary

IDG Japan Communicates Through Karaoke

Jim ("The King") Povec

Karaoke is one of the most popular group activities in Japan. Co-workers often gather in bars or restaurants to sing along to their favorite hit songs while reading the lyrics from a screen.

In the business world, the ability to put over a song is an important skill. The opportunity to socialize informally and perform helps the Japanese relax and get to know each other.

The IDG Japan staff never misses an opportunity to show orr their singing skills.

As part IDG Communications Japan‘s recent company outing, the group headed for a late lunch at a resort lodge with a hilltop view of mountain ranges and rice farms after a day of vigorous sports in the country. At the front of the banquet room was the karaoke equipment — a rack of programmable CD players, microphones, speakers and a video screen to display the words. All the sophistication of Japanese technology and product design has gone into the development of advanced karaoke systems.

Hitoshi Ando of the ad sales department coordinated the festivities, programming the choices and introducing the songs and the singers. The system included hits from pop, rock and enka (Japanese country/folk songs, usually full of woe). There were also a few English-language songs by the Beatles and Elvis Presley.

Almost everyone had their moment in the spotlight, but some performers really stood out. Hitoshi Ando is a polished pop stylist with all the right moves. Assistant to the president **Yoshiko Kamei** and **Yukiko Yoshida**, secretary to the president, performed several duets in harmony — practice really paid off for these ladies. PC/Workstations Editor **Yoshimoto Matsuura** can sing any style with a powerful voice and delivery.

The company's official "Karaoke Champion" satin sash graced many shoulders during the course of the afternoon, including IDG Japan President **Jim Povec**'s, who pulled off one of the most convincing Elvis imitations ever seen.

Anne Ryder, former projects manager at IDG Communications Japan, contributed this story.

Noteworthy !

Bob Ostrow has been promoted from senior sales representative to eastern advertising manager. Ostrow has been with *PC World* almost five years and has consistently been one of the highest producing salespeople in both space and marketshare.

In his new position, Ostrow will be responsible for supervising *PC World*'s sales efforts in the New York and Atlanta offices as well as maintaining his current New England territory.

Jim Hussey joins FCW Publishing Corp. as district manager/manager of White Papers. He will be responsible for display sales for the Virginia territory and coordinating sales and marketing efforts on White Papers. Hussey attended the University of Maine and received a degree in marketing/finance. He enjoys sports, spending time with his family and reading about the Civil War.

Formerly a research associate with IDC, **Jennifer Scholze** takes on different responsibilities in her new role of client service representative. Scholze received a marketing degree from Boston College and enjoys anything "fun and exciting."

Computerworld Australia's Editor-in-Chief **Don Kennedy** now has the additional title of manager/*Computerworld* Special Publications. In his new role, Kennedy will head the March launch of *Windows World*, a magazine devoted to MicroSoft's Window‘s environment. To help Kennedy manage this wider scope of responsibilities, News Editor **Steve Ireland** has been named *Computerworld*'s editor and Associate Editor **David Beynon** will occupy the news editor position.

IDG Australia has also announced that *PROFIT* Editor **David Hutchins** has been relocated from the Melbourne office to headquarters in Sydney. This will enable him to manage editorial, design, layout and production and to participate in planning meetings. He will continue to report to Don Kennedy.

Jay McSherry joins *PC World* as director of marketing communications. He will be responsible for advertising, promotion, strategic marketing and research. Prior to joining *PC World*, McSherry was director of marketing for CMP in charge of circulation, research, promotion and strategic marketing. McSherry attended Fordham University and received a B.S. in marketing. In his spare time, he enjoys cooking.

TISC Allies With Firm in U.K.

After extensive interviews with more than 30 qualified British companies, TISC's President **Charlie Greco** has found what he considers the "perfect" partnership with Capital Group, Plc., a major technical, consulting, speciality training and facilities management firm in Great Britain.

Under the new long-term and potentially wide-ranging alliance, Capital Group, Plc. will have exclusive rights to market TISC information technology research and consulting services to local agencies.

According to staff members at Capital Group, this alliance will provide the technology-specific intelligence and professional consulting services European end-users now require due to the rapid political and economic changes in Europe.

With a growth rate of over 35%, the Capital Group client list includes some of the biggest names in British industry, plus numerous public utilities and a significant majority of departments and agencies within the British government.

Bulletin Board Has Timely Tips

Network managers looking for the lowdown on great gadgets, problem products or industry activity are dialing into *Network World*'s electronic bulletin board to exchange timely business tips with peers from companies worldwide.

Established in March 1990, nearly 4,400 calls have been made during its first eight months of operation.

"Just this week, someone evaluating a certain product dialed in to ask if other callers had experience with the product, said *Network World* Executive Editor **John Dix**. "Someone else who dialed in said, 'don't touch it. I've tried it, and it's rotten.' This example shows how the bulletin board can save people a lot of money, time and aggravation.

"The thing that makes our bulletin board unique," Dix added, "is its user base: *Network World* subscribers. These individuals are executives responsible for making multi-million dollar decisions about the voice, data and video network needs of huge corporations. There is no other bulletin board tailored specifically for this elite group of users."

Network World's bulletin board not only facilitates communications between network managers, but also gives subscribers quick access to the publications' editorial department — and vice versa.

Callers send messages to editors and reporters, submit letters to the editor and offer suggestions for stories. Reporters looking for input about a particular story idea post questions on the bulletin board.

Another factor differentiating *Network World*'s bulletin board from others is the way it is used to complement the newspaper. In a recent story about an IBM product announcement, for example, the paper notified subscribers that it had posted the full text of an important IBM statement of direction on the bulletin board. Users had the option of reading the text online or pulling the text down to their personal computer and reading it at their convenience.

In addition, the bulletin board has a shareware section from which callers can download programs, including word processors, database files, business graphics and communications software. Currently the bulletin board's menu is being updated and more shareware is being added.

NETWORK WORLD
The Newsweekly of Enterprise Networking Strategies

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Joe Levy - *CIO*

ELEVEN YEARS
Max Jaeger - IDG Australia
Jonna Yager - WEC

SEVEN YEARS
Barbara Sands - ITI

SIX YEARS
Maureen Rondeau - IMS

FIVE YEARS
Elisabeth Horwitt - CW Publishing

FOUR YEARS
Kathy Mazzie - *Network World*

THREE YEARS
Michelle Lajeunesse - IDG

TWO YEARS
Yoko Nishii - IDG Japan
Dorothy Cronin - IDG
Miriam Karlin - IDG
Amy Fellows - IDG

ONE YEAR
Tracie Seder - *Network World*
Amanda Patrick - IDG Australia
Randall Jackson - IDG New Zealand
Jennifer Paday - *PC World*
Nicole Kassel - IDGHQ

Do-ers profile

Tone Wolmersen

PROFESSION: Handles invoicing for advertising and subscriptions for all IDG Norway publications.

LATEST ACCOMPLISHMENT AT WORK: "Getting everything done — in time!" (Publisher Morten Hansen adds, "When Tone took over the department five year ago, it was staffed with three people. Today's transactions are 20 times more, and she is doing the work alone, with some help from a part-timer.")

DREAM VACATION DESTINATION: Malaysia

FAVORITE SPORT TO WATCH: Dancing

FAVORITE MUSIC: Rock and blues

SOMETHING YOU CAN'T DO, BUT WISH YOU COULD? "Buy myself a brand new car."

FAVORITE TIME OF YEAR. "I like autumn best because of all the beautiful colors, besides, I don't have so many excuses to stay on the couch reading or watching telly instead of going out."

GOAL IN LIFE: "Stay happy!"

FAVORITE QUOTE: "A little of what you fancy everyday will do you good!"

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
David Bromley
Sharon Baker

EDITORIAL ASSISTANT
Maureen Page

GENERAL MANAGER
Craig Pierce

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SunTech Journal Becomes *SunWorld;* New Products To Be Launched - PAGE 2

Spotlight: IDG Germany's Production Department - PAGE 4

Portable Office Goes On The Air - PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 4 JANUARY 28, 1991

First *NeXTWORLD* Wows Expo Crowd

The premiere issue of *NeXTWORLD*, which made its debut on January 10 at Macworld Expo/San Francisco, fell, quite literally, into the hands of eagerly awaiting attendees.

According to Associate Publisher **Jeannine Barnard**, "at one point, the men trying to transport the issues on a crate, tipped the crate over, and the premiering *NeXTWORLD* spilled out onto the show floor, creating a mob scene where dozens of people flocked to get their hands on the first issue."

At least 5,000 issues were distributed during the show, and more than 1,000 attendees signed up to receive their complimentary issue. With all the excitement that was generated, Barnard estimated that at least 15,000 to 20,000 issues could have been given out.

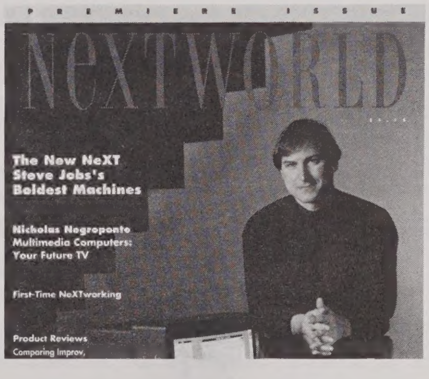
For those people unable to attend Macworld Expo/San Francisco, 23,000 *NeXTWORLD*'s will hit the newsstands this week.

The premiere issue offers core NeXT-based features, user and corporate profiles, product reviews and an orientation to the NeXT computer. There are even step-by-step instructions on how to install your own interpersonal networking system.

And, according to Editor-in-Chief **Mike Miley**, future issues will include such topics as "The Nature of the Self and of Work in a Computerized Society," "The Computer as TV," "Computers and the Internet," and "Computer Visualization."

He also noted that future issues will continue to answer the question, Why *NeXTWORLD*? Miley predicts that with the popularity of the NeXT computer gaining momentum (NeXT expects a minimum of 50,000 units to be moved this year), the answer will grow clearer and more real.

NeXTWORLD is produced entirely on NeXT computers using WriteNow and FrameMaker software.



IDC Re-establishes Presence in Spain

IDC has returned to Spain. After stopping activities under the IDC name in the mid 1980s, IDC returns to be the only international IT market research company operating in Spain.

The new office is housed in the IDG Communications office and staffed by Valerie Shanks, who will continue to serve as IDG's director of coordination. According to Thierry Dumont, country manager of IDC France, who is overseeing the Spanish office, Shanks serves as the contact point for clients. Dumont said that while she will handle requests for information and reports, research and technical questions will be forwarded to Research Manager Henry Trull at IDC U.K. and occasionally handled by Dumont in France.

Dumont said that if 1991 objectives are met, a local salesperson and a researcher will be hired early next year. "Our definitive advantage is to have a global view of the markets and to add to that the new local expertise we start to build up," he said.

The new IDC office can be reached by telephone at 34-1-410-4282, fax 34-1-410-4416.

SunTech Journal Now *SunWorld*

Beginning with the March 1991 issue, *SunTech Journal* will be known as *SunWorld.*

"We feel that the new name accurately reflects the tremendous global growth of the Sun market and allows us to cover this market as effectively as possible," said Publisher **Roger Struckhoff.**

Editor-in-Chief **John Barry** emphasized that the core technical material that characterizes *SunTech Journal* will remain the integral part of *SunWorld.* However, he pointed out that "as we make the transition to *SunWorld*, readers can expect more in-depth coverage of the SPARC [Scalable Processor Architecture] systems from Sun and other vendors, as well as more news-oriented coverage of the rapidly growing workstation market."

Since *SunTech Journal* came under IDG management in March 1990, frequency has increased from quarterly to monthly, circulation has more than doubled to 50,000, and the editorial staff has tripled in size.

While half of Sun Microsystem's business is in the U.S., Japan is the No. 1 market for sales abroad. "Since Sun products and SPARC technology is marketed aggressively in Japan," Struckoff said, "we concluded that it is only natural to begin publishing *SunWorld Japan.*"

SunWorld

The Independent Journal of Sun and SPARC Systems

The publication will be based in Japan and published quarterly starting in March with an initial circulation of 20,000. Under the direction of IDG Japan President **Jim Povec, Kazuhiko Kajihara** is handling the editorial and **Hitoshi Ando** the business side.

"We've had a year to get to know the market, and now we're doing the IDG push on it," Struckoff concluded.

Macworld Increases Circ. by 10,000

***Macworld's* total qualified circulation will increase by 10,000, bringing the total qualified circulation to 385,000 for the next rate-based period. This jump gives *Macworld* the largest qualified circulation of any Macintosh publication in the world.**

New Address

Please note the new address and phone numbers for IDC Finland:

IDC Finland
John Stenbergin Ranta 2
SF-00530 Helsinki
FINLAND

Tel: 011 35 807 016 377
Fax: 011 35 807 016 801

Launch of SunWorld Expo Planned for 1992

World Expo Corp. (WEC) has expanded into yet another market. Last week, WEC announced that it has joined forces with Sun Microsystems, Inc. to produce SunWorld Expo in Santa Clara, Calif., April 6-9, 1992.

SunWorld Expo will be a high-quality educational conference and exposition for professionals involved in the development, management or purchase of Sun and Sun-compatible workstation platforms, hardware, software and peripherals.

Attendees are expected to represent a variety of industries, including manufacturing, education, government, aerospace engineering and banking. Exhibitors will include manufacturers, dealers, resellers, industry user groups and associations.

SunWorld magazine will sponsor the event and provide advertising and editorial support.

sunworld expo 92

Logo by WEC's Peter Minor

According to *SunWorld* Publisher **Roger Struckoff**, while there is one Sun-related expo and a few other broad-based events, "there's really nothing like a Macworld Expo for the Sun market. It's in need of a first-class show."

Struckoff said plans for the show have progressed quickly since the first meeting with World Expo executives in October. "It's been a great team effort," he said.

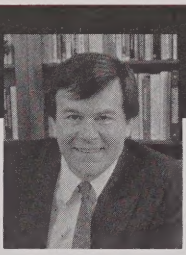
The World Expo team for SunWorld Expo will be developed in the next few weeks.

With an installed base of 980,000 units worldwide, the workstation market is expected to increase 30% in 1991. In addition, industry estimates reveal that 25% of the desktop computer market will be captured by the major workstation manufacturers within the next four years.

According to *SunWorld* magazine, Sun Microsystems, the leading manufacturer of hardware and software in the workstation market today, holds 34.4% of the total workstation market.

On line

ASK PAT



Q **Why hasn't IDG made any "big name" acquisitions of companies like Hachette, VNU or M&T? Wouldn't this give us a big leap forward in growth?**

A IDG is dedicated to providing attractive, stimulating and rewarding career opportunities for people within the IDG family by helping our customers succeed. We evaluate acquisitions against this objective. We prefer to enter new markets directly, whenever possible, so the professional opportunities will be available to people within IDG rather than outside. We make an acquisition only when the acquiring company has a unique, well-established franchise which cannot be overtaken without excessive investment and/or risk.

Q **How do you view the Human Resource function?**

A The Human Resource function is extremely important at IDG. One of IDG's four core corporate business goals is to provide a stimulating, supportive, enjoyable and rewarding place to work. The Human Resource function makes a major contribution to helping this happen. If a separate Human Resource department exists in a business unit, I always advocate that it report directly to the president of the company to be sure its voice is heard by top management.

Q **Have you ever considered giving employees full voting rights in the ESOP?**

A The condition under which employees are to vote the shares held in the Employee Stock Ownership Trust is defined by government regulations. This is not a matter of management discretion. Employees have the responsibility to vote the shares held in their account in the ESOP Trust in any matter involving a major structural change to the company, a major sale of assets of the company, or other decisions involving the company.

Q **With such a busy schedule, how do you unwind when you get a chance?**

A I like to take long brisk walks. I enjoy playing tennis. I delight in bicycling. I like to read an interesting biography, history, or science-fiction book.

Q **How do you ensure that IDG's corporate values are taken seriously in the subsidiary companies?**

A We ask each employee throughout IDG to complete an Employee Evaluation Questionnaire each year. Included in this survey are questions about how well the respondent's department and their business unit are living by our corporate values. The results of this survey are tabulated, and each department manager is asked to discuss the results of the survey with the people in their department and reach an agreement on the actions they will take to improve the management and operating process of the company so as to best live by our corporate values.

Q **What career path would you suggest someone follow in the U.S. in order to become an integral part of an international division?**

A I suggest that one write to the IDG business unit managers in the countries in which one is interested, describing your career interests, and profiling your skills, background, and current activities. You could ask the business unit manager to inform you if there are any current job opportunities for which you are qualified, and if none are immediately available, to keep your interests in mind. You can also ask if there is any special preparation that you should undertake to work in that business unit, such as developing literacy with the local language, knowledge of local business law, etc.

Q **What is your best guess as to how the war with Iraq will affect the global information technology market?**

A That is very difficult to determine. If the war is short, say if it ends within four to six weeks, there will be a wave of optimism which will stimulate the information technology market worldwide. If the war goes on for many months, the IT buyers' mood will be subdued. Billions of dollars will be diverted within the world economy to military operations versus investments improving the business expansion and productivity of organizations by more use of information technology. For humanitarian as well as business reasons, let's all hope for a speedy conclusion to the war in the Gulf.

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Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

IDG Germany's Production Dept.

Spotlight

(From left) Anton Paunert, Dagmar Pitschek, Antoinette Kerecsenyi, Karin Mehlstäubler, Clemens Paunert and Helmut Sedlmeier.

The production department of IDG Germany has come a long way from its modest beginning in August 1978.

IDG Germany's first publication, *Computerwoche*, was launched in 1974, and for the next four years, all of the production was done by an outside printing house.

When **Heinz Zimmermann**, head of the department since 1982, first came to IDG in the summer of 1978, he had to buy all the equipment from the x-acto knives to the paper. **Zvonimir Lepusa**, a typesetter, joined the department's three employees in September 1978, and he and Zimmermann remain the team's veteran members.

In the beginning, the text was placed on continuous magnetic tapes, sent to a printer for output and returned to IDG for montage (stripping). The printing itself was done with photopolymer plates. In 1980, a change was made to offset printing and, one year later, the department had its own typesetting system.

Today, Zimmermann buys only the unfinished scans; production staff members handle everything from cutting the masks with the help of the department's in-house computer-aided design system to readying the films for print. The printer is responsible only for the montage of the sheets and the printing.

Twenty-five employees and two freelancers currently work on IDG Germany's nine publications: *Computerwoche* (with supplements *Computerwoche Focus* and *Computerwoche Extra*), *Computerwoche/PC Woche Die Sonderausgabe zum Karriere-Zentrum, Computerwoche CeBIT heute, IM Information Management, UNIT, Macwelt, PC-Welt, PC Woche* and *UNIX-Welt.*

WHO'S WHO

The production department consists of five subdivisions: desktop publishing, layout, montage, reproduction and typesetting. Each division is headed by a group leader with years of IDG experience.

Joachim Flugel, a typesetter in the desktop publishing division since 1989, joined IDG in 1981 in the montage section. He enjoys painting, reading and phtography in his spare time.

The layout division has just two employees, **Karin Wirth** and **Astrid Göpfert**, graphic artists who started at IDG in 1983. Wirth likes reading, sports and travelling; her last big journey was to China two years ago. Göpfert enjoys skiing, sailing and traveling.

A letterpress printer before he came to IDG in 1985, **Walter Kainz** now handles

- SEE PAGE 5

When the cold Bavarian wind blows, the background mural of palm trees and a sparkling sand beach provides a welcome change of pace. (Seated, from left) Klaus Uhe, Franz-Josef Reismann. (Standing, from left) Tom Wilms, Peter Nitsche, Niki Utpadel, Stephanie Ferstel, Hans Weber, Joseph Gruber and Christian Mahler.

Human Resources News

NEW POSITIONS THIS WEEK January 28, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

HRIS ASSISTANT (IDG)

IDG Corporate Human Resources seeks a part-time Human Resource Information Systems (HRIS) assistant. Primary responsibilities include data entry and general maintenance of the HRIS system, ad hoc and monthly reporting, administration of the internal job posting program, and general support to HRIS Manager. Requires a well organized and detail oriented individual with excellent communication and writing skills, and the ability to handle multiple projects. PC and Macintosh experience is preferred, as well as a working knowledge of WordPerfect and Lotus 1-2-3. Prior network experience is a plus.

SPECIAL ASSISTANT TO THE PRESIDENT (PCW)

This special 5 month position will analyze and implement new editorial and marketing initiatives for PC World magazine, including ancillary projects related to the magazine. During the duration of the position, the candidate will take "ownership" of one or more clearly identified projects but will assist the Publisher in daily tasks and be a full member of the PCW Communications management team. The specific projects assigned will both draw on a candidate's background and offer specific experience-widening learning opportunities.

CORRECTION: BUSINESS MANAGER (PCW)

(This was incorrectly listed as Editor-in-Chief/Assoc. Publisher in the January 21 issue. The Business Manager reports to the Editor-in-Chief.) Will administer the PCW design and editorial budgets to ensure adherence to budget guidelines, manage communications with and compensation of PCW's outside contributors, maintain key department information databases, act as liaison to marketing and research departments, as well as plan and coordinate special projects. Requires a sound understanding of budgeting principles, strong personal organization, the ability to independently plan and execute projects, and good interpersonal and communication skills.

REGIONAL SALES MANAGER, *GAMEPRO* (IDG/P)

Will sell advertising space, prospect new business developments in expanded advertising markets, maintain (or increase) current business, meet established revenue, page yield, and market share goals. This position will require accurate monthly forecasts, compliance to credit policies, sales call documentation, and timely expense reporting. Requires three plus years experience selling to large clients and their agencies. Consumer package goods and youth market experience preferred. Two positions are available: one in the Southwestern territory and the second in the Northwestern territory.

MARKETING DIRECTOR (CIO)

Will report to the Publisher and work closely with the sales group and Associate Publisher. Will perform competitive analysis and computer detail work, coordinate printers, copy writers and all associated vendors, and work with CIO clients current and prospect. Requires copy writing experience.

REGIONAL SALES DIRECTOR (CIO)

Will sell advertising space in CIO magazine to clients and potential clients, gather, analyze and present to CIO's management of potential new publications or related new revenue sources which will contribute to the attainment of CIO's corporate growth objectives. Two positions are available: one position is in the New England Region and the second is in the Eastern Region.

CLERICAL ASSISTANT P/T (NWW)

Will provide part-time clerical support to include copying, mailings, filing, and assemble of media kits. Will work 12 to 15 hours per week which are flexible.

INTERNATIONAL PROJECTS MANAGER (WEC)

Will organize and implement WEC projects in Eastern Europe and Soviet Union. Will work in partnership with project manager in WEC Germany on organization of events. Will develop the business plan, create and carry out exhibitor sales and marketing program, identify and negotiate on-site suppliers, and act as a liaison with in-country partners for attendee promotion and in-country operations. Requires fluency in German and Russian as well as three to five years experience with international trade shows.

SENIOR BOOK EDITOR (IFW)

Will be responsible for the Software Section which includes timely coverage of PC software news, breaking stories, and technical and market analysis. Requires four years experience covering the PC industry, strong editing and organizational skills, and experience dealing with writers and artists.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/TISC	(508) 875-5000	
IDC/ISG/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge / Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

Revised: January 28, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Sales Assistant	*IMS*, San Francisco, CA	G. Pohlman	(415)331-3716
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	Tax Accountant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	HRIS Assistant P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Receptionist / Secretary	Boston, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	International Projects Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Recruitment Ad. Account Rep.	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Clerical Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)693-6890
LOTUS	Circulation Assistant	*LOTUS*, Cambridge, MA	L. Folsom	(617)693-6833
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IDG/P	Art Director	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Sales Representative	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager NW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager SW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Ruby	(415)328-4602
IFW	Copy Writer-Marketing	*InfoWorld*, Menlo Park, CA	B. Schonfisch	(415)328-4602
IFW	Senior Editor	*IDG/ Books*, San Mateo, CA	M. McCarthy	(415)358-1254
IFW	Senior Book Editor	*InfoWorld*, Menlo Park, CA	R. Parker	(415)328-4600
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Business Manager	*PCWorld*, San Francisco, CA	C. Spence	(415)978-3207
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Receptionist P/T	*Holding Co.*, San Francisco, CA	P. Murphy	(415)978-3365
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)978-3260
PUB	Administrative Assistant	*Publish*, San Francisco, CA	D. Brooks	(508)879-0700
PUB	Associate Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345

* * *

Coming soon to a conference room near you ... The Benefits Video & "live" Question and Answer Session. A playbill with more details will soon be posted in your area!

Noteworthy !

A belated welcome to the following staff members of *NeXTWORLD*:

Editor-in-Chief **Michael Miley** comes to IDG from the features department at *MacUser* magazine. He has a B.A. in philosophy from Loyola University in Chicago and lists his interests as poetry, literature and piano.

As associate publisher, **Jeannine Barnard** handles day-to-day management and advertising sales. She was previously the western advertising director for *MacUser* magazine. A graduate of Oakland University with a degree in business, Barnard enjoys snow skiing, reading, travel and psychology.

Associate Editor/Features **Laura Fredrickson** made a cross-country move from *Computerworld*, where she was associate features editor. She earned a B.A. in Latin from Boston University.

Technology Editor **Dan Lavin** previously worked in freelance software marketing before joining the *NeXTWORLD* staff. He has a degree in space physics from Rice University.

Operations Manager **Graciela Eulate** also comes to IDG from *MacUser*, where as a sales assistant she created sales presentations, updated the database and organized the Bay Area sales team. She holds a B.A. in art from the College of Notre Dame in Belmont, Calif., and finds time for calligraphy, bike riding and hiking.

Jackie Caldwell, now *NeXTWORLD*'s sales account manager, previously worked for the Santa Fe Opera as director of special events/development officer. She attended Scripps College and St. John's College.

Arlette Crosland joins *Macworld* as advertising traffic coordinator, responsible for all display ads. She previously worked at the public affairs department at Chevron Corp. Crosland has a B.A. from San Diego State University and includes music, art, cooking and travel in her leisure hours.

Mark Hanson joins IDG as credit analyst in charge of collections and reviewing customer credit. Hanson attended North Adams State College and received a bachelor of science degree. He enjoys golf, hockey, motorcycles, volleyball and softball.

Another new IDG credit analyst, **Karen Caponetti**, is handling the collection function for *Macworld*. She was previously the assistant credit manager at Xerox Corp. A graduate of Boston University, Caponetti enjoys tennis and aerobics in her spare time.

NetworkWorld's **Elizabeth Marshall**, has accepted the position of Level I copy editor. She received a bachelor's degree in English from Bethany College and most recently was a customer service representative at Grinnell Corp. in Canton, Mass.

Spotlight

- FROM PAGE 4

the montage of photocomposition. His hobbies are jogging and bike riding.

Reprographer **Christian Mahler** celebrated his 10th anniversary with IDG last year. He enjoys gardening, jogging and home repair.

Typesetter **Clemens Paunert** also began working at IDG in 1980. An avid tennis player, he is now Zimmermann's deputy and is responsible for the photocomposition of all advertisements.

Heinz Zimmermann handled stripping and phototypesetting during his first years at IDG. When not overseeing his department, Zimmermann can be found gardening, walking in the mountains and doing home repair.

The department's plans for 1991 include hiring more employees and adding electronic publishing, more PCs and a laser photosetter.

(From left) Astrid Göpfert, Christian Sussbauer, Heinz Zimmermann (with beard), Zvonimir Lepusa, Andreas Förth and Karin Wirth.

Portable Office Seeks Wider Audience, Hits the Airwaves

Portable Office has tapped a new medium to reach its audience of mobile executives.

Since last December, the IDGC/Peterborough magazine has been featured bi-weekly on the first nationally broadcast live computer talk show in the U.S., "Computing Success!"

Aired on the Colorado-based Business Radio Network (BRN), "Computing Success!" is picked up by more than 70 stations throughout North America, including WMEX-AM in Boston, WNVR-AM in Chicago, VIP-FM in Mexico City and two stations in the Netherlands Antilles.

The program reviews products in the first hour followed by another hour of computer industry news.

Publisher **Mike Kelleher** and Editor-in-Chief **Bill Suydam** tape a two-minute commentary for the news segment during which they discuss the portable office market and specific features in current and future issues of *Portable Office*. "It's an exciting new way to get our editorial message delivered to a selective professional audience who have a need for portable technologies and services," Kelleher said.

Portable Office is on the air thanks to the initiative of the publication's new marketing manager, **Dolly Hiller**.

"I saw the BRN booth at Comdex and suggested they feature *Portable Office* on the show," said Hiller, who has worked in sales and promotions for several New England radio stations during the past five years. "It just seemed BRN's listenership and our readership could substantially benefit from this type of media relationship."

Several more BRN projects are in the planning stages, Hiller added.

Portable Office is the second IDG publication to become a part of the "Computing Success" show. For the past two years, Editor-in-Chief **Michael Miller** and other members of the *InfoWorld* editorial staff have also contributed news and features.

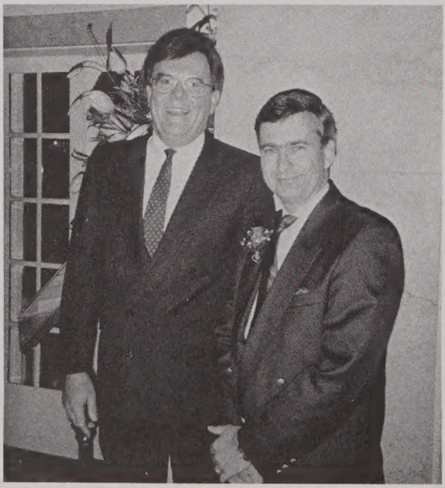
Portable Office changed its name from *Portable Computing* in December 1990.

10th Anniversary Celebrated

Bill Cadigan, *Computerworld*'s senior district sales manager/Boston for the past two years, celebrated his 10th anniversary with the company last week.

Cadigan started his IDG career selling classified ads at *Computer Business News*, moving on several years later to *Computerworld*'s recruitment classified section. He sold ads for special *Computerworld* projects such as the Buyer's Guide and the Focus issue and was promoted to district manager, northern region in July 1984. He has a B.S. degree in marketing from Northeastern University.

Outside the office, Cadigan keeps busy with family projects and finds time for golf, hockey and softball.



Pat McGovern and Bill Cadigan

Buy a T, Plant a Tree

MACWORLD
EARTH
CONSERVANCY

Would you like to be part of an important campaign to help the environment? If the answer is yes, *Macworld* could use your support.

The Macworld Earth Conservancy is hard at work raising money to support the restoration and maintenance of Macworld Grove, the 26-acre portion of a California nature preserve the group adopted last year.

One of the fundraising efforts has been the sale of T-shirts (black with green logo, $15), sweatshirts (white with green logo, $20) and polo shirts (black with green logo, $25), imprinted with the Macworld Earth Conservancy logo. A second contribution of $5,000 to the Nature Conservancy, which is managing the site, is due this spring. While advertisers have already donated $1,000 and employees have raised $600, *Macworld* is actively seeking additional support from readers, friends and colleagues.

Anyone interested in ordering a shirt should contact Teri Edelman at *Macworld*, telephone (415) 978-3129.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Carol Polack - CW Publishing

NINE YEARS

Kazuhiro Hara - IDG Japan
Renée Proulx - IDG/C Peterborough

EIGHT YEARS

Beverly Wolff - CW Publishing
Dee Clark - IDC
Loretta Giglione - *Macworld*

SEVEN YEARS

Paula Foss - CW Publishing
Mark Winther - LINK Resources
Olga Greenwood - IDG
Lee Doyle - IDC
Marcia Farrington - IDC
Donna Sparrow - IDC

SIX YEARS

Michela O'Connor-Abrams - CW Publishing
Christine Boyle - IDC
Rebecca Segal - IDC

FIVE YEARS

Shelly Ginenthal - *Macworld*
Dorothy Rosenthal - IDC
Brad Thorpe - IDC

FOUR YEARS

Maxwell Fuller - IDG Australia
Allan Towl - *Digital NEWS*
Claudette Sears - IDG Research
Dan Orum - *Macworld*
Mark Hurlow - *Macworld*

THREE YEARS

Debbie McKenna, *Digital NEWS*
Mary Cornetta - IDG
Andrew Sambrook - ITI
Alan Farias - ITI
Jan Botazzi - IDC
Mary Conti-Loffredo - IDC

TWO YEARS

Carol Lacasse - CW Publishing
Paul Dudas - *Macworld*
Les Hellenack - IDC

ONE YEAR

Denise Elkins - IDG Australia
Marie Haines - CW Publishing
Jim Nash - CW Publishing
A.G. Germano - *Digital NEWS*
Ramon Arenas - IDG Venezuela
William Bustamante - IDG Venezuela
Denise Pilnak - *PC World*
Teresa Scuzzarella - IDG Research
Seanna Maguire - ITI
Lisa Brazieal - *Macworld*
Suzanne Courteau - *Macworld*
Kimberlee Luedee - *Macworld*
Ginny Mellinger - IDC
Marcia Rosenthal - IDC

IDG Chairman Pat McGovern visits with some of the staff at Lotus Publishing Corp., which IDG acquired earlier this month. (L-R) Tracy Tietje, financial analyst; Elisabeth Folsom, director of operations; Mark Flanagan, president and publisher; Pat McGovern; Bob Hodgson, director of marketing and Larry Marion, editorial director.

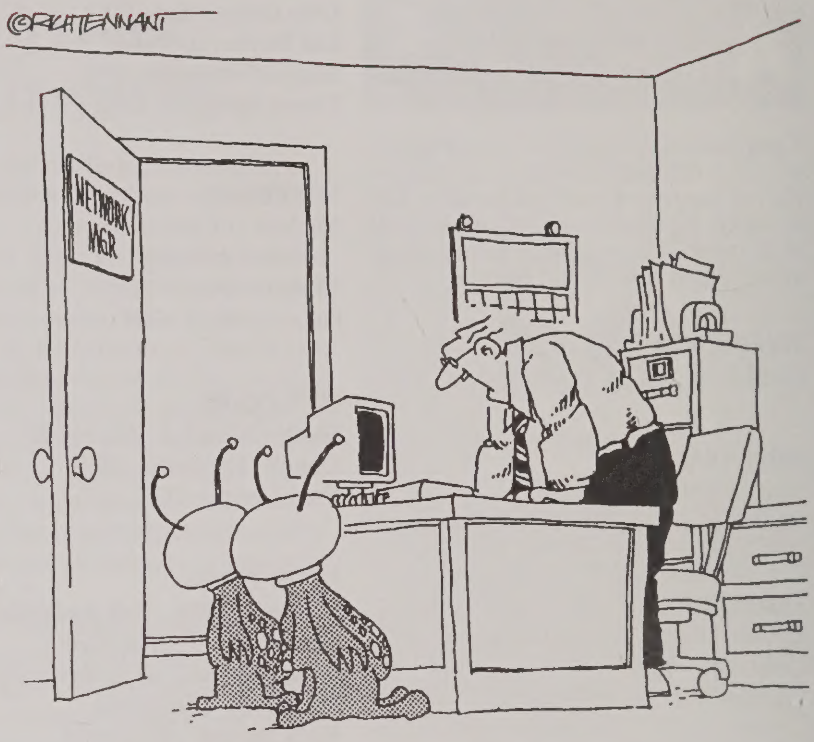
Client Night

What better way to start a new business year than by recognizing the importance of valued customers?

IDG Norway began the first full week of 1991 with a client appreciation party at a downtown Oslo nightclub. General Manager Morten Hansen and his staff hosted more than 100 people from several dozen companies operating in Norway. Before the dining, entertainment and networking got into full swing, each editor gave an overview of his publication. David Hill, president of the IDG International News Group, was on hand to give a presentation about and demonstrate the IDG News Service.

Off line

Congratulations to all of our enthusiastic cartoon contest contributors. Winner Greg Cline will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painter's caps. Remember to watch for next week's "Off line" cartoon.



Big Blue meets Little Green

- **Greg Cline**, Information Strategies Group

"...and another thing, we keep getting Martian Today o our monitors."
- **Rod Chapin**, *InfoWorld*

"Sorry guys. Wide-Area Network Specialist doesn' mean 'intergalactic!'"
- **Francie Mendelsohn**, ISG

"Bloody hell — two new computer viruses!"
- **Joachim Hofmann**, IDC Germany

"I asked for "a LAN" expert."
- **Tom Mathews**, IDG

"That's the sixth satellite you've 'accidentally' vaporized this year. You'll be hearing from our attorneys!"
- **Ted O'Neill**, ISG

"I don't care what your excuse is, you can't have the afternoon off!"
- **Laura Janney**, *Computerworld Hong Kong*

"For the last time: I'm just in charge of global networks! Not the whole planet!"
- **Derek Hulitzky**, *Computerworld*

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
David Bromley
Sharon Baker

EDITORIAL ASSISTANT
Maureen Page

GENERAL MANAGER
Craig Pierce

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Finding, Hiring and Keeping Good People - PAGE 2

Intercompany Transfers Expand Career Paths - PAGE 4

Worldwide Approaches to Career Development - PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 5 FEBRUARY 4, 1991

people

peo-ple \ *n pl*: human beings making up a group or assembly or linked by a common interest

Special Issue on Employees

A publishing operation in New Zealand. A research office in Switzerland. A trade show and exposition company in the U.S. All the diverse elements that comprise International Data Group have one common trait: a staff of talented professionals working to produce timely and accurate information about the information technology industry.

This special issue looks at just some of the practices, formal and informal, that have an impact on employees and the quality of life in the IDG workplace.

Company Offices Spread the Word

Opening up the lines of communication goes a long way toward improving the quality of life in the workplace. At IDG, keeping employees up-to-date and involved with their business units' concerns takes many forms.

In-house newsletters can be found at larger companies such as IDG France, with well over 100 employees, as well as at smaller organizations like World Expo Corp. (40 U.S. employees), which unveiled *WEC World* last month. Frequency varies from *Network World*'s new quarterly, *Bridging the Gap*, to the monthly *inside InfoWorld*.

These newsletters enlighten readers about anything from company-specific human resource news to changes in office procedures and future business unit plans. On the lighter side, some in-house newsletters also publicize items such as engagements, births and vacation house rentals that are of great interest but not appropriate for *IDG World Update*'s broad readership.

LINKLETTER
Bridging
inside INFO WORLD
WECWORLD

IDG France has a quarterly newsletter that faces competition from another internal news source. Editor **Marianne Khoubesserian**, the office's director of coordination, laments that staff-generated messages and announcements sent on the computer network make it difficult for her to collect fresh news for the printed page.

For more immediate news, nothing can take the place of face-to-face exchanges. IDG Japan holds an "Ask Jim" question-and-answer session every Monday morning, with President **Jim Povec**. According to Povec, "Change creates unrest, and sometimes the rumors fly around." Since Povec does not speak Japanese, and some of the staff does not speak English, having a formal meeting, complete with a translator, helps to ensure everyone understands what plans are in the works.

An open, cooperative relationship among all employees is a hallmark of

- SEE PAGE 2

Managers Spell Out Secrets For Success

IDG Chairman **Patrick McGovern** characterizes his worldwide team as "highly competent, energetic, self-confident and dedicated."

How does IDG identify good people? How do managers persuade talented people to come work for the company? Once they're hired, what keeps them satisfied?

"Identify people who you've seen in action" and were impressed by, counseled Information Strategies Group president **Marina Young**. "The best people have jobs," agreed *CIO* Publisher **Joe Levy**. Both said they rely heavily on word-of-mouth referrals to bring in new people, as do many other managers.

Young

To keep references flowing, U.S. business units have an employee referral program. Employees who refer a person who is hired and stays on the job for 60 days receives a bonus of $400 for a full-time employee, $200 for a part-time worker.

IDG Norway General Manager **Morten Hansen** said that his company, like most others at IDG, hires people who have a sense of commitment and responsibility. "So far we have avoided people who are in a job just because they need a job," he said.

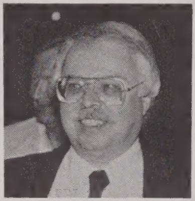
Young said while a person obviously must be qualified for the job, a good attitude is essential. She recalled a management article that cited the acronym SWAN (Smart, Works hard, Assertive and Nice) as a measure of a person's worth. "Nice is the key," she said.

Levy and Young both cited the entrepreneurial environment as a draw for bringing talented people into the company.

In many instances, Young said, "benefits are secondary to opportunity." According to Levy, people who have a "master of your own fate" personality are attracted to the company. IDG's global reach, the ties to IDG publications and industry contacts are all lures to potential employees.

Once on the job, people stay for a variety of reasons. Hansen said that he fills all senior positions from within the company, then hires staff for junior positions from outside through advertising in daily papers. "By employing this strategy, we prove to people that they do have a career possibility with IDG Norway," he explained.

Young said that as with hiring, keeping people satisfied is a two-way street. "If they deliver, we deliver," she said. At IDG Sweden, General Manager **Bengt Marnfeldt** said establishing "as many profit centers as possible helps give people a feel of real participation in the success of the company."



Levy

"We're a little family, and we try to keep that feeling," Levy said. Executives maintain an open door policy, and the whole staff meets quarterly to review the company's progress. Employees receive a quarterly bonus if *CIO* is above plan. "We try to get people to think of expenses as something they can control a portion of," he said.

While *CIO* has grown from four people to a staff of 26, Levy said in 3 1/2 years he's lost very few employees. "Something must be working!" he concluded.

Programs

-FROM PAGE 1

IDG Norway. General Manager **Morten Hansen** attributes this to formal meetings scheduled for managers, departments and the entire office as well as an informal atmosphere that has developed over the years. Hansen said that everyone in the company is encouraged to freely voice their opinions. "We dare to talk about everything, including our failures, problems and general frustrations," he said.

While talk may be cheaper than an in-house newsletter, it still isn't inexpensive. **Melvyn Bennett**, associate publisher for *Computerworld Hong Kong*, says his colleagues use the telephone to maintain constant communications with the staff in Singapore and Malaysia, "but once every two months we look at the phone bills and try to cut down on our calls. We're always way over budget for telephone costs."

IDC U.K. has just instituted a series of bi-weekly, informal lunch sessions during which researchers share information on hot news and industry events. The staff plans to invite vendors to discuss their strategies at these sessions. "This is not only cost effective in analysts' time," said General Manager **Jim Beveridge**, "but also helps create a stronger bond between client and company."

IDG Peterborough has a longstanding tradition of hosting quarterly breakfast meetings for the whole staff to review the profit/loss statements. Spreadsheets for each publication are posted on the wall, and President **Roger Murphy** posts a narrative next to the figures for further explanation. Publishers are available to answer any questions. No continental breakfast for this crowd; pancakes or French toast is the bill of fare.

During the past year, Human Resource Councils have emerged as another method of identifying and dealing with office concerns. Representatives from each business unit's department meet on regular basis with their president and human resource director to discuss issues that have been raised by their colleagues. Currently, councils have been formed at CW Publishing, IDC, IDG/C Peterborough and *Network World*, while ITI and IDG Framingham (the tax, legal, accounting, MIT, credit and human resources departments) will have their first meetings starting in February. Corporate Human Resources Director **Martha Stephens** applauded the councils, noting, "They're not decision-making, but information gets to a level where it can be addressed, and then suggestions go back to the employees."

On line

ASK AXEL

Q I've heard that IDC is "recentralizing" some management activities in some regions. Does this mean IDG Communications may need to do so in some smaller countries?

A You are right [regarding IDC]. IDC has created a position of European President who has the full responsibility of both country and expertise center operations. The reasoning behind why we need both country level and European level management layers is that our customer base is organized this way. As a result, IDC needs to develop research products and services both at the local and pan-European level, which means a lot of complex research and marketing coordination between countries throughout the year. As a matter of fact, about 25 percent of our European revenues are based on products or services produced in a multi-national environment.

Such a situation does not exist on the publishing side, where both our customer and advertiser base are clearly segmented by country because of language, culture and sales and marketing practices. Therefore to have the same type of organization on the publishing side does not seem relevant.

Q Describe the culture of IDC. How is it different/similar to the publishing units?

A IDC's culture, although it clearly belongs to IDG's culture as a whole, is closer to that of large consulting companies with a strong high-tech, free-thinking atmosphere. Not only do people think in a lot of different ways, but they do it aloud. That's their job. Vendors are buying our expertise, which is based on independent observation and analysis.

IDC has also a very high density of people with advanced degrees and long-term experience in the high-technology. This gives the group somewhat more of an academic tone than the publishing operations, where people are younger on average. As a result our corporate life may look quieter, although it most definitely is not.

Q As an IDC analyst, I believe we are weak in the area of semiconductor research. What is the status of our arrangement with In-stat? Can we work to integrate their expertise into our research and analysis?

A You are right. It is IDC's intent to expand into new relationships in the semiconductor business. Our current license agreements with In-stat work extremely well, and we certainly look forward to integrating more and more of their expertise into our research and analysis. Jack Beedle and I speak frequently to coordinate our plans, and I would characterize our relationship as excellent. Anyone who wants further information should feel free to contact my office at any time.

Q Why hasn't IDC seriously pursued research/products directly relating to Europe 1992 and its impact on information technology? It seems IDC would be at a competitive advantage over Gartner, dataquest, Faulkner, et al. in delivering strategic market research to U.S. vendors.

A As you are aware, 1992 is the deadline set by the European Community to harmonize internal market regulations. But as far as our business is concerned there really is not much to expect on the computer technology side since our industry is quite standardized as of today.

The major impact that 1992 will have would be on the telecommunications side, which is not standardized and, as a matter of fact, is still controlled by government bodies who have a hard time letting go. However, IDC's expertise has traditionally been in the telecommunications field. We established an expertise center last December in Paris that will cover the broad field of telecommunications services in Europe. This should be a very hot product for us in 1991 and 1992.

The European Economic Community also has an IT set of policies that are defined by "Direction 13" of the European Commission Administration and by "Direction 9" as far as usage of computers by the EC itself is concerned. Programs like Esprit are run from Brussels and help fund hundreds of millions of dollars of R&D investments in the industry.

In order to position IDC better at the EC level we have focused our Brussels office within the EC high-level relationships. Several of our managers are or have been part of the EC's various administrative bodies, such as Edward O'Hara, our Scandinavian President and Unix expertise center director for Europe. Any further ideas are most welcome!

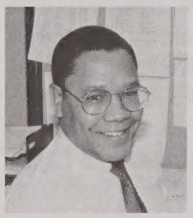
◆ ◆ ◆ ◆ ◆

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

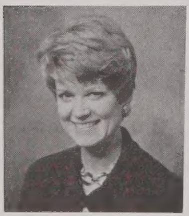
Intercompany Transfers Offer Career Growth

With business lines in publishing, research, database services and tradeshows and expositions, IDG offers employees the chance to broaden their careers in a number of different fields relating to information technology.

Individuals can move within business lines, from publishing company to publishing company, or across business lines, from database to research or from tradeshows to publishing. During the past fiscal year, 50 employees in the U.S. have transferred from one IDG company to another in search of career advancement. Here are just a few examples:



Terrence Jones was hired in October 1988 as a data analyst at ITI while he was finishing a business administration degree in the evenings at a local college. For a short time, he also worked a few weeks in the credit department of a large department store and found that he enjoyed the job. When he saw the listing for a credit analyst position in *IDG World Update* he decided to pursue it, and he's been working on the *InfoWorld* account since October 1989. Jones says he finds the job very challenging and enjoys the chance to visit other publications' office.



Linda Holbrook began her IDG career as the northeast sales manager for *Macworld* in 1985, moving briefly over to the short-lived *Mac Today*. Holbrook then worked at IDC as a special accounts director because "I wanted to expand my knowledge base from microcomputers to mainframes and international markets." She dealt with CIO's, and that background, combined with her previous sales experience in publishing, made her a prime candidate in *CIO* Publisher **Joe Levy**'s search last year for a western regional sales manager. Now based in California, Holbrook says her managers "couldn't have made it easier for me to transfer. Hats off, kudos to everyone."

Theresa Ta first started to work at IDG part-time, then became the full-time receptionist at IDG's Mountain View, Calif. office in November 1988. After a stint as the receptionist at *GamePro*, she started looking for a job that related to her evening studies in business management. After talking with friends in the Irvine, Calif. office, she found out that **A.G. Germano** had been hired as the regional manager for *Digital NEWS* and called to see if he was hiring anyone. She's been a sales associate in *DN*'s San Bruno, Calif. office since February 1990.

Corporate Human Resources Director **Martha Stephens** emphasizes that IDG encourages the career advancement of all its employees. "Employees should feel comfortable approaching their managers to have career discussions at any time," she said. "There are often many career opportunities within an employee's current division and managers can help facilitate change only if they know what their employees are interested in."

IDG supports opportunities for growth through intercompany transfers as well as advancement within any of the divisions. To ensure that IDG employees understand the process so that transfers occur smoothly, guidelines have been created (see box). The guidelines are intended to foster the positive spirit of intercompany transfers and are not intended to restrict the flow of transfers.

According to Stephens, "IDG has a relatively low turnover rate in part because of the opportunities within IDG for career growth. People don't need to leave the company in order to move up."

Transfer Guidelines

- **Employees may contact other IDG companies independently and interview for available jobs.**

- **Employees wishing to discuss an interest in other positions should contact their human resource (HR) director. The director will honor the confidence and provide relevant data about the position.**

- **Prior to offering a position to an employee of another division, the hiring manager must notify his own HR director of the offer. The manager's HR director will then inform the employee's current HR director of the offer.**

- **Salaries should be determined based on competitive market data for the position, in consideration of the salaries of other incumbents in the same position. "Bidding wars" are not acceptable.**

- **Managers may contact an employee to convey an interest in the employee for the position. The manager should also inform the person's current manager of the intention to discuss potential job oppotunities with the employee. "Raiding" is not acceptable.**

- **Before accepting an offer with another division, the employee should notify his current manager. This allows the manager to discuss career possibilities within the current company before the employee commits to another job.**

Human Resources News

NEW POSITIONS THIS WEEK February 4, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

CONSULTING SALES SUPPORT REPRESENTATIVE (IDC)

Will provide assistance to the Consulting Account Director in lead generation, proposal development, and marketing. Specifically, will develop strategic profiles for key prospect companies, as well as coordinate the development of prospect lists, work with technology group consulting director, when appropriate, in the writing of project proposals, including project scope and objectives, work plans, methodologies and schedules, coordinate direct mail campaigns, assist in the development of marketing material and the coordination of telemarketing activities. Requires 3 to 5 years experience in the information processing industry, preferably in a position that required customer contact, excellent writing skills, knowledge of market research methodologies, and the ability to gather, assimilate and organize relevant information into proposals. A college degree is preferred.

NETWORK TECHNICIAN (IFW)

InfoWorld seeks a local area network technician. Requires an individual who is energetic, inquisitive, has a strong working knowledge of micro computers, excellent communication skills, some programming experience, and a BS in computer science or equivalent experience.

CLERICAL ASSISTANT, INTERNATIONAL MARKETING SERVICES P/T (IDG)

Will assemble media kits, do large copying projects, mailings, and miscellaneous projects. This is a part time position working 14 to 20 hours a week.

RECEPTIONIST (DNP)

Primarily responsible for promptly answering and routing of all incoming phone calls to Digital NEWS. Will also be responsible for distribution of faxes, special deliveries, all incoming mail, as well as outgoing mail, small packages and seeing that Federal Express packages to IDG headquarters are prepared for a three-time per week pick-up.

ADMINISTRATIVE ASSISTANT (PCW)

Will provide administrative support to the Director and general office support for marketing department. Projects to include direct mail, proofreading of copy and materials, budget, and other duties as required. Requires experience with PC, WP 5.1, Quattro or Lotus, good organizational and coordination abilities, pleasant demeanor, ability to work well under pressure, and work with a variety of people inside and outside the company.

ASSISTANT EDITOR (PUB)

Will assist in the assigning, editing, and writing of features and other editorial, will head up fact-checking efforts, assist in the research of product information, and help out with the news section. Requires at least one year of editorial experience in computer journalism, good working knowledge of publishing technology including hardware and software for the PC and the Macintosh, as well as the ability to be extremely detail oriented.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/TISC	(508) 875-5000	
IDC/ /CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge / Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

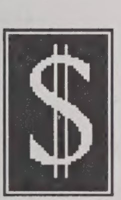
Revised: February 4, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Sales Assistant	*IMS*, San Francisco, CA	G. Pohlman	(415)331-3716
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	Tax Accountant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	HRIS Assistant P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Clerical Assistant P/T	*IMS*, Framingham, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	International Projects Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Recruitment Ad. Account Rep.	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Clerical Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)693-6890
LOTUS	Circulation Assistant	*LOTUS*, Cambridge, MA	L. Folsom	(617)693-6833
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
IDC	Consulting Sales Support Rep.	Framingham, MA	L. Bishop	(508)935-4603
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
DNP	Receptionist	*Digital News*, Boston, MA	M. Chagnon	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IDG/P	Sales Representative	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager NW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager SW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Senior Book Editor	*IDG/ Books*, San Mateo, CA	M. McCarthy	(415)358-1254
IFW	Senior Editor	*InfoWorld*, Menlo Park, CA	R. Parker	(415)328-4600
IFW	Network Technician	*InfoWorld*, Menlo Park, CA	W. Black	(415)328-4602
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Business Manager	*PCWorld*, San Francisco, CA	C. Spence	(415)978-3207
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Receptionist P/T	*Holding Co.*, San Francisco, CA	P. Murphy	(415)978-3365
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)978-3260
PUB	Administrative Assistant	*Publish*, San Francisco, CA	D. Brooks	(508)879-0700
PUB	Associate Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
PUB	Assistant Editor	*Publish*, San Francisco, CA	J. Martin	(508)879-3297
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345

Awards Recognize Excellence in Many Categories

IDG business units employ a diverse assortment of awards programs to motivate employees and recognize outstanding work.

Perhaps the most extensive program is the World and Image Awards that have been presented at IDG Peterborough's Christmas party for the past five years. All publications are eligible to submit entries in five art and editorial categories. Art awards are given for best feature layout, illustration, photography, spot illustration and cover, while the editorial competition includes best staff-written feature, editorial, column, review and technical feature. An outside panel of judges, some from other IDG companies, selects the winners in each category and also chooses the best overall issue.



Other citations include a circulation award for the circulation director whose magazine has experienced the most growth; the Million Dollar Club for salespeople who have annual net billings in the seven-figure range and a fellowship award for individuals who have performed above and beyond the call of duty.

THE B.E.S.T. PEOPLE

Since *InfoWorld* began its B.E.S.T. Awards last year, 10 employees have received a Bonus for Excellence, Service and Teamwork. According to Human Resources Administrator **Carla Schneider**, the program allows managers to reward employees soon after they've demonstrated outstanding performance. The five members of the copy desk, for example, produced a 212-page Comdex issue—40 pages larger than 1989— with one less person than the previous year. They received their awards just weeks after the Las Vegas show. B.E.S.T. awards range from $500 to $5,000 and may be given any time during the year.

InfoWorld also holds monthly breakfast meetings and bestows an Employee of the Month award on a deserving employee.

At *Network World*, one outcome of the recently established Human Resource Council was the establishment of a quarterly employee awards program, the President's Recognition Award. In the editorial department, employees receive monetary bonuses for performance above and beyond their regular duties, and sometimes a day off is awarded for extended efforts. An editorial favorite, the "Employee of the Month" program, recognizes employees for going out of their way to help clear up a process that helps the organization. Employees of the Month receive a cash award and have their names posted at a central location along with a brief description of their efforts. As a whole, *NW* employees are encouraged to take advantage of the educational programs offered through IDG Corporate.

For the past six years, IDG Australia has run an incentive award program called Megastars. To be eligible, staff must have worked for the compete calendar year. The incentive is an overseas trip, and those eligible include ad sales staff who reach targets, publishers and division managers making plan and department managers who manage departmental expenses under plan. So far, post-Christmas holiday trips have been made to Egypt, Tahiti, the Cook Islands, Hong Kong/China and Thailand and Hawaii.

IDG Corporate Human Resources presents the STAR Awards to several employees each quarter who exemplify the best in Service Teamwork And Results. Winners receive a cash prize and a crystal star from Tiffany's.

Information Strategies Group honors one employee at the end of the year with the Most Valuable Player Award and, for the most outstanding researcher, the Dodson Award, named for Whit Dodson, who helped establish the Washington company's continuous information service. Winners receive a plaque and a cash award.

PEACOCKS, TOO

Bill Laberis, editor-in-chief of *Computerworld*, presents monthly Enterprise Awards for individual acts of excellence. These awards are targeted at writers and reporters. However, staff members in administration and the copy desk have also been recipients. Laberis noted that these awards are important for presenting a clear idea of what managers consider excellent.

Each year at U.S.-based IDC, the James Peacock Award is presented to one or two individuals whose contributions reflect professional excellence in organizing, conducting, and effectively communicating with clarity and timeliness the results of research to IDC clients.

At the annual International Managers' meeting, IDG Chairman **Patrick McGovern** presents the prestigious Chairman's Awards to deserving managers in such areas as Entrepreneur of the Year, Greatest Improvement in Profit Margin, Largest Percentage Gain in Advertising Revenues, Largest Gain in Subscription Revenues, Most Successful New Publication Launch, Largest Gain in Market Share and the Chairman's Award for Overall Performance.

Employees Reach Potential Through Training Programs

While the approaches may differ, every IDG business unit strives to provide career development opportunities that will enhance the performance of its employees.

In the U.S., regular full-time employees may be reimbursed for college courses relating to their job. All of the course fees are covered if the employee earns a final grade of B- or better; 50% of the expenses are reimbursed if the grade is C+ or better. Depending on the extent of their training budgets, business units will also cover the cost of external job-related seminars.

Gordon Haight
President & Publisher
NeXTWORLD, Publish

Patrick Kenealy
President & Publisher
PC World

Jim Martin
President & Publisher
Macworld

Jonathan Sacks
President & Publisher
InfoWorld

West Coast cooperation

Corporate Human Resources offers a training and development program with a variety of management, sales and computer-related instruction. In California, *PC World*, *Macworld*, *InfoWorld* and Integrated Media (*Publish* and *NeXTWORLD*) recently combined resources to provide more than a dozen course offerings taught by highly regarded local instructors. If there's a good response during the six-month trial period, which began last week with a class on presentation skills, more classes on a broader range of topics will be arranged next fall.

French law requires that 1% of a company's total payroll must be devoted to education and training, but one of the benefits of working for IDG France is that it budgets 3% of its payroll for training.

Companies in Sweden are not obligated to spend a specific amount on career development, but free training is regarded as a fringe benefit and sometimes included in a staff member's employment contract. IDG Sweden pays some or all of the costs for its employees to attend evening classes at private institutes or schools in the area of design, marketing and journalism.

Company-specific programs are a more focused means of instruction. Human Resource Administrator **Susan Perry** recently helped Installed Technology International develop a sales training program around the staff's specific needs.

Three times a year, IDC holds an "analysts day" when researchers can share expertise and present their methodology and forecast techniques.

For the past three years, IDG has sponsored an intensive Publishing Institute for a select group of employees nominated by their presidents in recognition of their potential for advancement in the industry. Three companies have adapted the institute format to their own needs. IDG Japan now holds a Publishing Institute session on Monday mornings to acquaint its staff with all phases of the business. IDG Peterborough created a 17-week course last year, "Dynamics of Magazine Publishing," that included lectures by in-house experts and hands-on sessions in which the 15 participants created and developed their own model publications. CW Publishing launched its version last week with a two-day intensive seminar for middle level managers. The seminar covers all aspects of publishing with emphasis on *Computerworld*-specific issues.

Beginning this month, *Macworld* Pubisher **Jim Martin** will kick off thePublishing Training Program, a series of one-hour lunchtime presentations open to all staff. The first session will feature Martin and the research department.

Outside the publishing and research arenas, several IDG offices offer English language instruction to their employees. IDG Germany has had an extensive in-house program for more than two years, and publishing operations in Spain, France, Japan and China all cover the cost of English classes, most of them outside the office.

Outside Activities Enhance Internal Productivity

Stress knows no cultural or geographic limits. To relieve tension and foster a sense of unity in a more relaxed atmosphere, many IDG companies have discovered the benefits of group activities outside the office. Just to name a few:

•IDC Framingham has planned a series of quarterly outings, the first of which was a 26-mile Halloween bike ride (in costume, of course).

•IDG Peterborough staff participate in a designated ski day in the winter and a golf tournament in the summer, each followed by dinner in a local restaurant.

•On the first day back to work last month after a long New Year's break, the entire staff of IDG Japan visited a Shinto shrine to give offerings for success in the coming year. Activities then took a secular turn with bowling and a *karaoke* (singing) party.

•The *CW Hong Kong* team takes an annual afternoon boat cruise with catered lunch to one of the Hong Kong harbor islands and arranges a similar excursion in Singapore for the Malaysia and Singapore staffs.

•IDG Norway and IDG France employees serve as players and spectators for their respective football teams. Norway clinched their league's championship last year.

IDG Japan Plans Job Fair to Lure Prospective Employees

IDG Communications Japan, like all other Tokyo-area firms, has been hit by a severe labor shortage. In general, as Japan has grown increasingly prosperous, fewer people are willing to perform lower-level jobs. In the computer publishing field, technical journalists are few in number because better-paying jobs in industry attract the engineers who have the background to be knowledgeable writers.

While there is a core group of highly qualified and dedicated people working on *Computerworld Japan* and *Macworld Japan*, IDG Japan President **Jim Povec** has had difficulty attracting new staff for planned expansion by the usual methods of advertising in recruitment magazines.

While Japanese newspapers carry employment classifieds, weekly recruitment publications are the primary means of matching job-seekers and employers. There are a variety of magazines, each targeted to different professions and to different audiences such as college students or part-time workers.

Faced with a critical shortage of qualified applicants, the office has decided to turn a challenge into an opportunity. One possible solution may be the job fair IDG Japan is hosting this spring. Povec said he hopes many of the other foreign-capital companies in Tokyo will also participate. Foreign-based firms sometimes have more trouble attracting staff, since qualified high-level workers are usually established in Japanese firms, and job-hopping is still rare.

The job fair will be an opportunity for people who might be interested in working for a foreign-capital company to get information without making the commitment of sending a resume. In Japan, a resume is a formal, standardized document that includes a photo and detailed personal history. People regard sending a resume as a significant step in the job-hunting process. While job-seekers in many other countries are often willing to have resumes distributed to any manager, the Japanese want their resumes to go only to specific people they've identified.

According to Povec, "The job fair will be a more comfortable way for us and other companies to make some contacts with potential job-seekers." He also plans to do more recruiting at journalism schools, a challenge since new graduates usually seek to join large, well-known Japanese companies.

Macworld Staff Shapes Up

Given the daily stress IDG employees encounter due to tight deadlines and client demands, good physical condition is essential. A number of business units currently offer wellness program to help employees learn good health habits and stay fit.

Last October, *Macworld* offered its employees a three-part program. After an orientation by a nurse, fitness instructor, psychologist, cardiologist and nutritionist, participants were advised to participate in the second part of the program, the personal health screenings. The tests included cardiac analysis, diabetes screening, lung function, body fat, cardiovascular evaluation and body measurements. A month later the health screening results were distributed confidentially. Those who committed to the whole program were eligible for a drawing of health-related prizes, including a day at a spa, a Japanese bath and massage and a $25 gift certificate to a health food store.

Resumes With Distinction

Each week, it's not unusual for hundreds of resumes to land on the desks of employees responsible for recruiting and hiring. IDG World Update asked some of these individuals, "What's the strangest thing you've ever seen on a resume?" Here's what they said:

"A while back, someone sent in a resume with a yellow feather stapled to the top. Underneath the feather was the phrase, 'I want to tickle your fancy.'"

-IDG CORPORATE

"One individual, still working for Scott Paper Products at the time, sent his resume in on toilet paper."

-COMPUTERWORLD

"One person, applying for the receptionist position, wrote, in all seriousness, that her objective was 'to be President of the United States.'"

-MACWORLD

"One person sent in a number of resumes on an assortment of fluorescent-colored papers. He was eventually hired, and, as a credit and collection manager, sent out all his notices on that same kind of paper. He was quite successful."

-IDG/C PETERBOROUGH

"Instead of a cover letter, someone sent in a postcard announcing that 'a dynamic individual looking for a job' was in town.

-IDG CORPORATE

Do-ers profile

Charles Babcock

PROFESSION: Editor-in-Chief, *Digital NEWS*

JOINED IDG: August 1984

LATEST ACCOMPLISHMENT: Planning a series of supplements — *Digital NEWS Extras*. "Designing them so that they're informative to the reader and attractive to advertisers is one of the most challenging tasks an editor faces. There's a lot of satisfaction in dealing with that dual tension, and we execute well."

BEST PART OF YOUR JOB? "Running the competitive race. We're in a competitive niche, and not all our rivals will remain equally strong. We hope to reach a stronger position over the coming year. Working with a good bunch of people is important."

CURRENT READING: Andrei Sakharov's memoirs

INDUSTRY ROLE MODEL: Tom West of Data General, the hero of *The Soul of a New Machine* by Tracy Kidder. "That innovative style of doing great things on a slender resource base is what start-ups need to emulate."

IS THERE SOMETHING YOU CAN'T DO BUT WISH YOU COULD? Be a singer in a band.

MANAGER'S PROFILE: A key contributor to the news value of *Digital NEWS*, and one of the most irreverent practitioners of the art of political and editorial humor.

IDG World Update

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NEWS EDITOR
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IDG Books Worldwide Releases Eight New Titles on Spring '91 List

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ISG's Written Research Goes On-line with TechAccess BBS

- PAGE 2

***AmigaWorld* to Buy *AMIGA Plus*, Plans to Test Disk Companion**

- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 6

FEBRUARY 11, 1991

IDG France Celebrates 10 Years of *LMI*

Dix. Zehn. Diez. No matter how you translate it, the number 10 was the operative word in *Le Monde Informatique*'s 10th anniversary issue last month.

IDG France's flagship publication sported a distinctive red cover with 10 die-cut "doors" resembling an advent calendar. On each door was a teaser about a significant event during that year, and a short description of the event appeared inside.

The anniversary issue featured 10 articles on topics such as "10 Essential Questions: Do Manufacturers Have the Answer?," "10 New Products That Changed Our Lives," "10 Years of Impertinence" with samples of popular high-technology cartoons and "10 Years of *LMI* Predictions: The Future Is Not Always What Is Promised."

The issue included a free diskette of a data processing game, Computermind, exclusively for readers of the weekly publication.

LMI increased its circulation for the anniversary issue from 45,000 to 50,000.

January 1991 also marked the arrival of **Francois Montel**, the new editor-in-chief of *Le Monde Informatique*.

Montel comes to *LMI* from *LSA*, France's leading magazine devoted to the distribution market, where he had served as editor-in-chief since 1977. Montel's mission at *LMI* will be to reinforce the image of *Le Monde Informatique* as "the standard reference in the computer press."

IDG
COMMUNICATIONS FRANCE
10 ans
de travail
d'équipe
Y'A UN BUG!
Y'A UN BUG!

The back page of *LMI* depicts 10 years of teamwork.

ISG Introduces Enhanced Bulletin Board System

TechAccess
BBS

Information Strategies Group has made it easier for clients to get the information they need.

TechAccess BBS is an enhanced bulletin board system that gives participating clients access to the company's written research. Like ISG's old bulletin board system, clients can ask questions and receive responses from analysts on-line, but TechAccess also allows them to browse through the written material pertaining to the service they've subscribed to.

Arline Clements, ISG's director of finance and operations, said topical indexes will also be available on-line. "Regardless of the services they've subscribed to," she said, "clients can access the master index to see if there's something they're interested in and may want to subscribe to in the future."

According to Clements, clients have said they'd like to see less paper generated by ISG, and TechAccess may be one way to address that request. She also said that the system may somewhat reduce the telephone inquiry load.

All ISG clients will have a free introduction to TechAccess until March 15. Afterward, it will be available only to customers who subscribe to one of the services that includes TechAccess as part of its package (the Federal Data Service and MicroTechnology Service, for example). However, other interested clients will be able to obtain it as an add-on, an option Clements hopes will be a new source of revenue for the company.

Spring Yields Another New Crop of IDG Books

The books are coming! The books are coming! IDG Books Worldwide recently announced its Spring '91 list of new titles that will be published between March and July.

The list includes the first three products from the *Macworld* series, timed to take advantage of Apple's rollout of its new computer models.

Sales and Marketing Director **Milissa Koloski** counts numerous success stories in the months since IDG Books launched its first publications last October. One of the first books, *GamePro Hot Tips: Adventure Games*, was a national bestseller. Two other publications, the *Official XTree MS-DOS & Hard Disk Companion* and *PC World Paradox 3.5 Power Programming Techniques*, have reached the weekly bestseller lists at B.Dalton and Software Etc. for the past two months.

Koloski said she is especially proud both books made the February 1991 Waldenbooks list for January sales.

"It's more difficult to make a monthly list because you have to maintain particularly strong sales," in the face of declining inventory, she said.

IDG Books Spring '91 List

PC World Q & A Tips, Techniques and Applications **by Tom Marcellus**

PC World DOS Handbook **by** ***PC World Magazine***

Macworld Complete Mac Handbook **by Jim Heid**

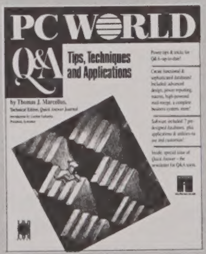
Macworld Guide to System 7.0 **by Lon Poole**

Macworld Music and Sound Bible **by Christopher Yavelow, Ph.D.**

AmigaWorld Official AmigaVision Handbook **by Louis Wallace**

Also scheduled to be published are two *InfoWorld* books on the newest Lotus 1-2-3 and WordPerfect interfaces.

AMIGA
WORLD
Official AmigaVision Companion
by Louis Wallace,
Senior Editor, AmigaWorld


PC WORLD
Q&A
Tips, Techniques and Applications
by Thomas J. Marcellus,
Technical Editor, Quick Answer Journal

MACWORLD
COMPLETE MAC HANDBOOK
By Jim Heid
Macworld "Getting Started" Columnist

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IDG World Update

Want to know what's going on at the top? Just ask! Every week, chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and vice president/finance Bill Murphy take turns answering your questions in the On line column. Make sure YOUR question is answered by writing down your question in the space provided below and returning it to IDG World Update, 41 West Street, Boston, MA 02111 or via fax (617) 423-0712.

On line
ASK PAT

☐

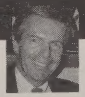
On line
ASK AXEL

☐

On line
ASK WALTER

☐

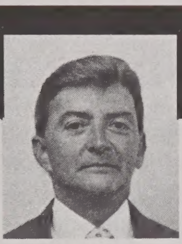
On line
ASK BILL



☐

On line

ASK WALTER



Q Presidents and general managers report to you. Given IDG's decentralization, how do you balance monitoring their activities while encouraging them to operate independently?

A It takes a lot of time to monitor as we have some 70 separate operating units around the world, but the system is simple and works quite well. Every president and/or managing director of IDG's worldwide companies submits a standard financial report on a monthly basis and along with that report is a brief commentary letter that describes variances from plan for the month, market share conditions, competitive analysis, news on training and personnel development within their group, a projection of the business outlook for both the coming 30-60-90 day period as well as the balance of the fiscal year, and anything else that is out of the ordinary day-to-day operations or not included in the annual plan.

These financial reports are consolidated in both London (for most off-shore companies) and in Boston/Framingham. They are analyzed by Susan Petrie and her staff and are given to the Executive Committee (as a package and in a standard format) in advance of our monthly operations review meeting, usually held the last Wednesday of every month.

At these monthly meetings the members of the Executive Committee carefully review this material and after each meeting every worldwide manager gets a commentary letter from the committee on his/her performance for the previous month. These commentaries quite often contain suggestions from the committee as well as our view of problems and/or opportunities that the various operating managers may be having at that point in time.

The other, and very effective way that headquarters has of monitoring and encouraging are the various meetings that we have during the course of the year such as worldwide managers meetings, various geographical managers meetings and product line meetings that are held regularly for both the publishing and the market research groups.

Overall, the most important thing in a highly decentralized environment is to make sure that our managers prepare realistic plans for the year and that they achieve these plans on a quarter-by-quarter basis. And last but not least, we feel that if they all carefully follow the IDG Corporate Goals, they will have a successful and well-run organization about which IDG can be justifiably proud.

Q After dealing with publications on information technology all day, what type of magazines do you enjoy in your leisure time?

A When the day at the office comes to an end, my information technology reading doesn't stop. Due to the tremendous number of publications we have and my personal desire to at least look at representative copies from each of our groups throughout the year, I have a number of them delivered to my home so that I can stay relatively current.

However, there are a number of other non-IT publications that I very much enjoy. One of my favorites is still *National Geographic* (to which I've had a gift subscription from a previous IDGer, and still good friend, for the past 20 years). Other than that, I subscribe to *The Smithsonian*, *National Heritage*, *The Sunday New York Times* (primarily for the crossword puzzle), *Yankee*, *Opera News* and my all-time favorite, *The Farmer's Almanac*. When I'm traveling, my favorite newspaper is *The International Herald Tribune* and, if available, *Time* and/or *Newsweek*. I also manage to go through *The Wall Street Journal* a couple of times a week.

Q Does IDG have any worldwide policy regarding travel during this time of war in the Middle East, and the accompanying threats of hijacking and other terrorism?

A IDG does not have an official policy on travel during this time of unrest in the Gulf. Obviously we do not want anyone traveling to the Mideast—including around it or over it.

However, the matter of establishing a policy for individual employee travel is really in the hands of the presidents of our independent operating units and each trip should be considered on a case-by-case basis.

Here at headquarters, we are indeed going ahead with our plans for our European Managers Meeting in February. On the other hand, we are reconsidering a meeting we have scheduled for the Far East later in the year due to known terrorist activities in that part of the world.

Hopefully this conflict will end in the not-too-distant future and we will have this additional burden removed.

◆ ◆ ◆ ◆ ◆

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to **IDG World Update** ***via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.***

Calendar 1 2 3

- **FEBRUARY 18-19**
European Managers Meeting
Prague, Czechoslovakia

- **FEBRUARY 20-21**
CW Product Line Meetings
Prague, Czechoslovakia

- **FEBRUARY 22-23**
PC World Product Line Meetings
Prague, Czechoslovakia

- **FEBRUARY 28**
IDG Board of Directors Meeting
Boston, Mass.

- **MARCH 12-14**
Macworld Expo/Birmingham
National Exhibition Center
Birmingham, England

- **MARCH 20-22**
Macworld Expo/France
CNIT
Paris, France

- **MAY 6-7**
European Managers Meeting
London, England

- **MAY 7-10**
Ifobab Budapest
Budapest Internat'l Fair Centre
Budapest, Hungary

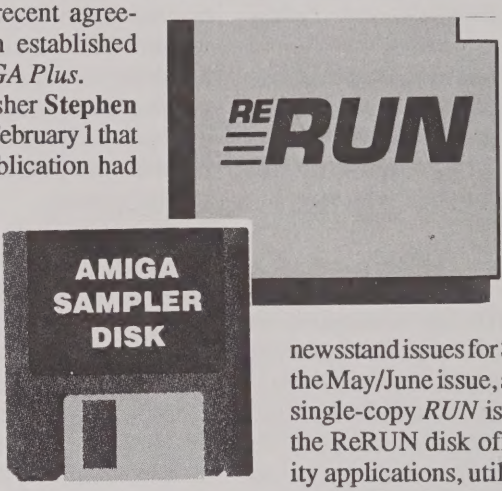
- **MAY 14-16**
Macworld Expo/New Zealand
Aotea Centre
Auckland, New Zealand

- **MAY 15-17**
Macworld Expo/Amsterdam
RAI Exhibition Center
Amsterdam, The Netherlands

- **MAY 15-19**
Computerworld Forum/Prague
Stremovka Exhibition Park
Prague, Czechoslovakia

IDGC/P's *AmigaWorld* and *RUN* Plan Disk Companions

AmigaWorld's plans to test market disk magazines—regular monthly magazines bundled with a diskette of software applications—appear particularly timely in light of the magazines's recent agreement to purchase an established disk magazine, *AMIGA Plus.*



AmigaWorld Publisher **Stephen Robbins** announced February 1 that the Peterborough publication had reached an agreement with Antic Publishing, Inc. to acquire *AMIGA Plus*' subscriber list. In April, more than 3,500 new readers will be added to *AmigaWorld*, whose readership is currently more than 100,000.

Susan Hanshaw, circulation director for both *AmigaWorld* and *RUN*, said that IDGC/P has been researching the merits of disk magazines for the past few years. The products move very well, according to retailers, and Hanshaw will be putting this claim to the test starting with the April issue of *AmigaWorld*. An Amiga Tool Chest disk containing games, animation, utilities, clip art and sound effects will be packaged with a limited number of newsstand issues for $14.95 each. With the May/June issue, a small number of single-copy *RUN* issues will include the ReRUN disk offering productivity applications, utility programs and games for the Commodore 64 and 128. The cover price will be $12.95.

Both Amiga Tool Chest and ReRUN are currently available as part of a disk subscription series.

NW To Expand Test Series

Network World announced that it has chosen Business Systems Group, Inc. of Houston to conduct its Network Test Series, an ongoing analysis of network equipment and software performance under real-world conditions.

Network Test Series articles will be published on a regular basis in the features section throughout 1991, expanding upon the 1990 Network World LAN Test Series.

"We think that BSG has the real-world experience and insight to provide our readers with the information they need to choose among the network products offered today," said *Network World* Editor **John Gallant.**

The Network Test Series will give readers an opportunity to see how popular network products perform in realistic environments and provide information that helps them make more informed buying decisions.

BSG has conducted comparative network hardware and software testing for many companies on a confidential basis as part of its role as a national systems integration corporation. BSG's testing is highly respected in the industry and used by many Fortune 500 companies.

Products to be tested in the 1991 *Network World* Network Test Series include multi-protocol routers, client-server database systems and local network super servers.

Testing will be conducted at the Enterprise Technology Center, a subsidiary of BSG, which, in addition to offering state-of-the-art testing facilities, serves as a showcase for multivendor networking.

Human Resources News

NEW POSITIONS THIS WEEK February 11, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

AD BOOKING/BILLING COORDINATOR (PCW)

Responsible for booking, invoicing, and accurate and timely recording of advertising space. Will work with Assoc. Publisher, sales reps, and credit analyst at IDG to clear credit on accounts, work with advertising sales, agencies and clients to obtain authorization to run advertising space correctly. Will prepare sales reports, rate, frequency, and billing reports, prepare monthly ad billing, maintain advertisers account and contract files, process credits and debits, and provide general office assistance. Will advise and consult with Director of Manufacturing on difficult booking, credit, non-billing situations and special billing projects.

ADMINISTRATIVE ASSISTANT (PCW)

Provide support to the V.P. of Circulation in all administrative facets of circulation, to include clerical and office support, customer service, and general support as needed. Responsible for preparation of presentation materials in the form of competitive summaries, statistical data, and research information.

ADMINISTRATIVE ASSISTANT - Part-time (PCW)

Primarily responsible for supporting the clerical aspect of the running of the President's Office. This is a part-time, 30 hours per week position, but may be reviewed for full-time in approximately 6 months. Responsibilities include handling of correspondence, back-up for telephone answering, distribution of mail, handling travel arrangements and meeting arrangements, and providing general administrative support. Requires solid organizational skills, professional and mature manner, Wordperfect and Microsoft Word proficiency, typing 50-55 wpm, and knowledge of general office equipment.

PROGRAM MANAGER (IDC)

Will be responsible for managing two programs in the Communications Group: Data Communications Technology and Network Management & Applications. Responsibilities include research analysis and writing, managing staff and managing the P&L. Background must include experience with high-speed network equipment, network management, packet switching and value-added network services.

CIRCULATION ASSISTANT (NWW)

Requires detail oriented individual to handle general circulation responsibilities including customer service. Responsibilities include answering telephones, handling customer complaints, distribution of department mail, processing all invoices for paid subscriptions, and typing support for department. Pleasant and professional telephone manner, good typing and organizational skills, and some prior PC experience required. Prior circulation experience a plus.

GENERAL LEDGER SYSTEM SPECIALIST (IDG)

Responsibilities include monthly processing of G/L journal entries, processing all account/department/center/report changes, performing year-end close procedures and all necessary work for annual budget-load process. Will also fulfill users' ad hoc, regular and special report requests, as well as implement report re-designs as desired/requested by G/L users. Requires a very detail-oriented individual with experience using/administering/supporting G/L software (M&D GL+ package preferred), and VAX/VMS experience (DCL & VMS utilities preferred). Also requires some bookkeeping/accounting knowledge, programming experience, and good trouble-shooting skills.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	
CW	Pam Caplin/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: February 11, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	HRIS Assistant P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Clerical Assistant P/T	*IMS*, Framingham, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	International Projects Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Recruitment Ad. Account Rep.	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Clerical Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)693-6890
LOTUS	Circulation Assistant	*LOTUS*, Cambridge, MA	L. Folsom	(617)693-6833
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
IDC	Consulting Sales Support Rep.	Framingham, MA	L. Bishop	(508)935-4603
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
DNP	Receptionist	*Digital News*, Boston, MA	M. Chagnon	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IDG/P	Sales Representative	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager NW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager SW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Senior Editor	*InfoWorld*, Menlo Park, CA	R. Parker	(415)328-4600
IFW	Network Technician	*InfoWorld*, Menlo Park, CA	L. Black	(415)328-4602
PCW	Administrative Assistant P/T	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Booking/Billing Coordinator	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345

News from Corporate Human Resources:

The 401(k) contribution limit for 1991 has been increased from $7979.00 to $8475.00.

Noteworthy !

PROMOTIONS

PC World Australia has appointed **Jason Gregg** as publisher. Most recently, Gregg was editor at *Computing Magazine* and before that was editor for *PC Week.* While at *PC Week*, Gregg operated several of his own business activities including Datadial, an instant information service for the computer industry. In 1988, he worked with IDG Australia on a newsletter project called *Computerworld Executive.*

Gregg will be looking for new opportunities to expand the authoritative voice of *PC World.* He will concentrate initially on improving *PC World* and ensuring the publication strategy is fully understood by the market.

■ ■ ■ ■ ■ ■

IDC has announced the promotion of **Kirk Campbell** from vice president of worldwide operations to chief operating officer. According to IDC Chairman/CEO **Axel Leblois**, since Campbell joined IDC in March 1990 he has done an outstanding job of improving the financial systems both in the U.S. and internationally, as well as helping IDC achieve and often surpass its goals.

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George Newman has been promoted to director of IDC's Systems Integration, Professional Services and Customer Service Market Research Programs.

Newman joined IDC in 1986 as editor of the company's communication newsletters and reports. Prior to joining IDC, Newman was a consultant to the Town of Brookline, Mass., where he analyzed the town's computer system network and reviewed the design of the microcomputer center and local-area networks.

Newman has conducted seminars on industry trends and has written numerous articles. He is quoted regularly by such periodicals as *BusinessWeek, Network World, The Boston Globe, USA Today* and *Digital Review.*

Newman earned his M.B.A. from Suffolk University, a B.A. from Boston College and a certificate from Michigan State University's Regulatory Studies Program.

NEW EMPLOYEES

Pieter Hartsook joins the IDC West office as program manager of the Macintosh Research Program. Hartsook was previously with TOPS, a Mac-to-PC networking company, as director of strategic alliances.

In 1983, Hartsook founded a consulting company in Washington, D.C., to provide end-user computing consulting, training and programming for government and private organizations. This resulted in the development and presentation of worldwide training seminars. Hartsook personally trained over 3,000 microcomputer managers and product specifiers during this time.

Hartsook completed undergraduate and graduate degree programs from the University of California/Berkeley. He enjoys flying, sailing, aerobics, skiing and Transcendental Meditation.

■ ■ ■ ■ ■ ■

Caryn Gillooly and **Eric Smalley** have joined *Network World* as senior editors for local networking. Gillooly comes from DataTrends Publications in Vienna, Va., where she was national correspondent for the *Netline* and *DataTrends Report* newsletters. Her responsibilities there included researching and writing stories on major LAN and IS issues, as well as developing and assigning story ideas.

Smalley arrives from *Digital Review*, a Ziff/Cahners publication. As deputy news editor, he was responsible for assigning, editing, reporting and writing on networking issues for users of DEC products. Smalley advanced through the ranks of *DR*, serving as free-lancer, staff writer and senior writer.

■ ■ ■ ■ ■ ■

IDC Staff Accountant **Linda Emery**, who recently held a similar position at Trilex Properties, Inc., works on accounts payable and consulting tracking. Emery graduated from Westfield State College, where she received a degree in business management. She likes quilting, watching basketball and going to the beach.

■ ■ ■ ■ ■ ■

Peter Rosati has been hired at IDC as a research analyst for systems integration and professional services. Previously an analyst with Harbor Research, Inc., he handled external consulting projects and internal database design. Rosati has a marketing degree from Northeastern University where he is continuing classes at night in pursuit of a computer science degree. Outside the office, he is an active competing member of the Sports Car Club of America.

■ ■ ■ ■ ■ ■

Stephen McClure is the new manager of IDC's New Software Technologies market planning service. He has more than 20 years of diverse experience in vendor organizations in the information processing industry, most recently as president of International CASE Products Corp. He holds B.S. degrees from MIT in electrical engineering and industrial management and an M.B.A. from Boston University. In his spare time, McClure enjoys photography, volleyball and walking.

■ ■ ■ ■ ■ ■

Newly appointed *PC World* copy chief **Jane Paulsen** will be in charge of supervising the copy editing staff. For the past year, Paulsen worked as a free-lance editor and was formerly with *Diablo Magazine*. Paulsen received a B.A. in English from University of California/Davis.

■ ■ ■ ■ ■ ■

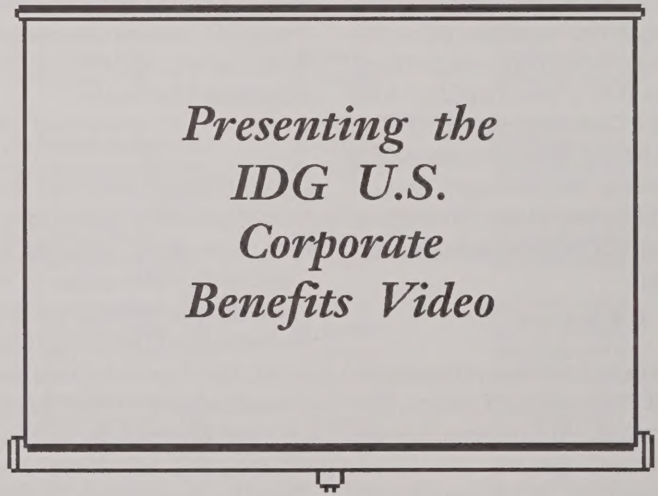
David Cobb has joined *PC World* as circulation assistant for renewal and billing. He will be in charge of preparing the monthly statement reports. Previously, Cobb was a research and clerical assistant for Harvard Real Estate. Cobb graduated from Harvard University with a B.A. in English and enjoys reading and exercise.

Global *Macworld* Staffers Gather at Expo

Dozens of *Macworld* employees around the world congregated in San Francisco last month for Macworld Expo. Macworld Global Network, the program that links eight international *Macworld* publications editorially and provides a central advertising buy for U.S. advertisers, hosted dinner at a local restaurant for the group. The event was a great opportunity to exchange ideas, stories and jokes, as well as some multi-lingual conversation.

(L-R) Guy Phillips, ad manager, *Macworld U.K.*; Darien Werfhorst, Macworld Global Network; Kim Luedee, marketing manager, *Macworld*; Carmen Lierman, ad manager, *Macwelt*.

U.S. Corporate Benefits Have Visual Appeal



Presenting the IDG U.S. Corporate Benefits Video

Have you forgotten about IDG's pretax program for dependent day care? Do you remember the details about the 401(k) plan? If not, plan to sit in on the premiere of a new source of information for these kinds of questions: the corporate benefits video.

Developed by the U.S. human resource staff (with the help of numerous photos supplied by employees) and produced by a professional studio, the 12-minute video reviews medical benefits, employee benefits, vision care, life insurance, financial benefits, education/career development benefits and the matching gift program.

LIGHTS, CAMERA, ACTION!

According to **Tom Mathews**, director of benefits and systems, the video will be used primarily for new employee orientation and as a supplement to the IDG employee handbook. A "benefits highlights" brochure is also in the works.

Employee testimonials are a central part of the video, which uses music and humorous animation to enhance the message. Participants include **Ellen Danderson** (IDG Communications), **Michele Chase** (IDC), **Carol Felde** (*Macworld*), **LuAnn Nightingale** (*Computerworld*), **Paula Zinck** (IDC), **Tammy LaDow** (IDG Peterborough), **Jim Martin** (*PC World*), **Leslie Falkner** (*CIO*), **Dorothy Ferriter** (World Expo Corp.) and **Bob Carza** (*InfoWorld*).

IDG Chairman **Pat McGovern**, President **Walter Boyd** and Vice President/Finance **Bill Murphy** also appear on camera.

The video, complete with popcorn for the audience, will be going on the road to U.S. business units during the next few weeks.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Rainer Oberländer - IDG Germany

ELEVEN YEARS
Kim Pennett - CW Publishing

TEN YEARS
Joanne Boiardi - CW Publishing

NINE YEARS
Edelgard Hartwig - IDG Germany

EIGHT YEARS
Mare-Anne Jarvela - IDG Peterborough
Andreas Förth - IDG Germany
Ulrike Frimberger - IDG Germany
Carl Marchi - CW Publishing

SEVEN YEARS
Mary Rinaldo - IDG/C
Gail Rizzo - CW Publishing

SIX YEARS
Timothy Walsh - IDG Peterborough
Paul Bonarrigo - CW Publishing
Patricia Faherty - CW Publishing

FOUR YEARS
Nelly Remirez - IDG Venezuela
MaryAnne Sinville - IDC
Michael Comendul - IDG Peterborough
Dorothea Wendeln-Münchow - IDG Germany
Paul Mercer - CW Publishing
Kathryn Kress - CW Publishing

THREE YEARS
Edith Lo - IDG Hong Kong
Judy Garcia - IDG Venezuela
Stefan Schroth - IDC Germany
Bruce Stephen - IDC
Cathi Tucker - *Macworld*
Barbara Urbaniak - IDG Germany
Laura Sears - IDG
Gregg Pinsky - CW Publishing
J.A. Savage - CW Publishing

TWO YEARS
Mike Kahn - IDC
Arne Hurty - *Macworld*
Paul Vogl - IDG Germany
Donna Kirkey - *Network World*

ONE YEAR
Monica Capuzzi - IDG Italy
Francis Ho - IDC China/Hong Kong
Elisabeth Schiffer-Bijsmans - IDC Germany
Evan Cooper - *Macworld*
Kent Tayenaka - *Macworld*
Johan Beer - IDG Sweden
Ingela Havaas - IDG Sweden
Sinisa Lepusa - IDG Germany
Angela Fuchs - IDG Germany
Alec Brown - IDG New Zealand

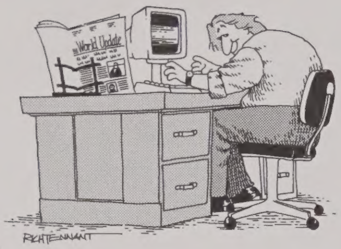
10-Year Anniversary Celebrated At The Ritz

On Thursday, January 17, *Computerworld's* Editor-in-Chief Bill Laberis, (on the right) celebrated his 10-year anniversary in style with Chairman Patrick McGovern.

Laberis joined *Computerworld* as a staff writer in January 1981. He left the company for a 9-month hiatus and rejoined in '82 as senior writer. In 1984, he became managing editor, then in 1985 became editor for *Micro Marketworld.* Returning to the ranks of *Computerworld* in 1986, Laberis was appointed editor-in-chief. Within four months, Laberis and his staff oversaw a major redesign of IDG's flagship publication and then set about refocussing *Computerworld* to reflect the core needs of information systems managers. Along the way *Computerworld* has picked up several design and editorial awards, including the Computer Press Association award for Best Computer Newspaper.

Off line

Win Your Own

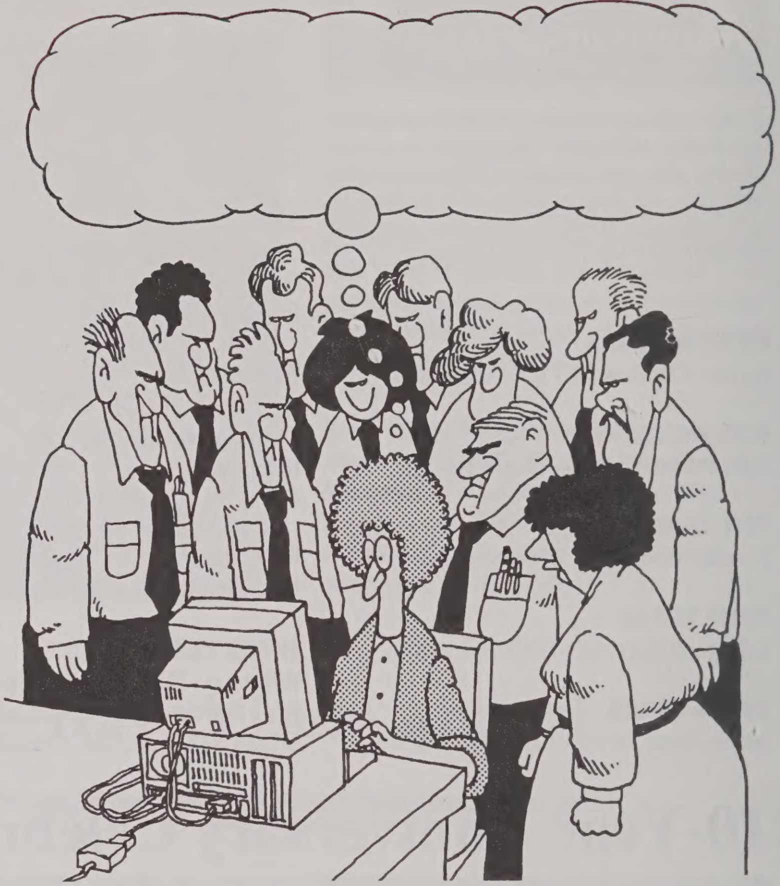


Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 5. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!



IDG World Update

EDITOR & PUBLISHER
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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
David Bromley
Sharon Baker

EDITORIAL ASSISTANT
Maureen Page

GENERAL MANAGER
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDGC/P Decentralizes, Creates Six New Groups

- PAGE 2

Second Publication in Bulgaria Debuts Under New License Agreement

- PAGE 2

Norway's Sales Reps Get Customized with Computerized System

- PAGE 5

IDG World Update

VOLUME 21, NUMBER 7

FEBRUARY 18, 1991

IDC U.S.: Record First-Quarter Results

Results from the recent IDC U.S. quarterly employee meeting show that IDC is well on its way to achieving its full-year revenue goals. IDC's major products for vendors, Continuous Information Services, Custom Research and Reports, are selling fast.

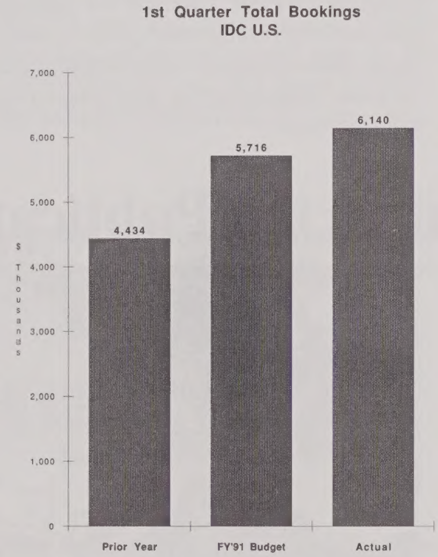
According to IDC Chief Operating Officer **Kirk Campbell**, "Sales bookings were up 38% from the prior year's level, and IDC's sales professionals sold a record $6.1 million to clients. This is an outstanding performance since one-third of IDC sales occur during this period."

In the past year, IDC has been making numerous improvements to its research products. Every year, Continuous Information Service research program subscribers receive a heavy binder filled with research bulletins and reports providing computer industry analysis and forecasts. In addition, clients receive frequent "Fax Flashes" that keep product and research managers abreast of late-breaking industry developments. An in-house teleconferencing system with inbound 900 numbers was installed recently in Framingham as a new revenue opportunity so that each research program can arrange regular conference calls with existing and prospective clients to discuss major industry events.

IDC's financial reporting systems were reorganized last summer so that every one of the 35-plus product managers now has his or her own monthly financial profit-and-loss report. Every manager has well-defined and measurable business objectives. As a result, IDC U.S.' first-quarter bottom line results were 11% better than budget.

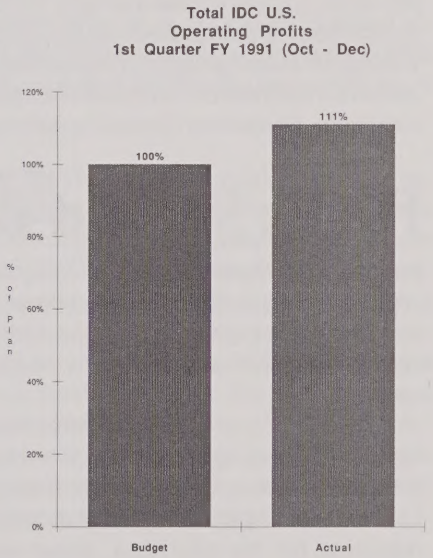
IDC Chairman and CEO **Axel Leblois** said that "IDC is extremely well positioned to meet computer vendor customer needs with its Continuous Information and Custom Research services. I am extremely pleased with the great start that the IDC team has made in the new fiscal year."

The major question now, according to Campbell, is by what margin will IDC U.S. beat its FY91 business plan.



Note: Prior year bookings exclude user business.

Total bookings up 7% from budget and up 38% from last year.



IDC U.S. beat plan profits by 11% for the first quarter.

IDG Peterborough Announces Decentralization

In recognition of IDG Corporate Value No. 9, IDG/C Peterborough officially decentralized into five separate publishing groups on Tuesday, February 12. Although most of the groundwork is done, the rest of the reorganization will be put in place during the rest of the fiscal year.

The main reason for the decentralization was to split out accountability into product centers. "We used to report results that included existing publications as well as new investments, but you couldn't tell how well the individual products were performing," explained IDG Peterborough President **Roger Murphy.** "ESOP was paid out based on an overall standing, and it seemed that the existing publications were being penalized for investments in new publications or products."

IDG/C Peterborough will now have five publishing groups with an average of three publications or products per group. There will also be a sixth group that will focus on central services and be composed of single-copy sales, production (including desktop publishing and management of print and film contracts), administrative services and special products fulfillment, which includes handling disk products, video, customer service and shipping for all five product centers.

MORE ACCOUNTABILITY

IDG President **Walter Boyd** noted, "Our goal is to have a totally decentralized company. In terms of Peterborough, there was already some degree of decentralization in place as each publication has a product champion. However, under the restructuring, Roger Murphy has given each of these publisher/product champions even more accountability for their individual or group of products."

The administration department will still provide credit, human resources and accounting services. Charges for the services will be allocated based on each group's usage. Each magazine will be free to choose its own manufacturing and single-copy sales service.

The audits and statistics group will continue to deal with the BPA and audit bureaus and will work for all publications.

Each group division will report to one group vice president who will be responsible for reporting the profit and loss statements to Murphy.

"With an operation such as Peterborough, it makes sense to retain certain centralized services, but it will be important to have each of these services act as a supplier to [the individual publications] just as the centralized accounting and HR functions do within IDG," Boyd said. "And, if you're a supplier to a client, it makes no difference if you are an internal group or an outsider — you have to give service and earn your keep. Again, the concept is to get total accountability down to the level where it counts."

"No one should view this as an evil omen," Boyd added. "The decentralization within the former PCW group in San Francisco has produced nothing but good results and better publications."

IDG's Second Bulgarian Publication on the Way

Following the January debut of *Computerworld Bulgaria*, IDG introduces its second Bulgarian publication on the newsstands this month with *Computer Magazine Bulgaria.*

IDG Chairman **Patrick McGovern** signed a license agreement with a new Bulgarian partner, Computer Publishing, Ltd., to produce the country's first monthly magazine for the education, home and hobby markets targeting IBM PC and other personal computer users.

Computer Magazine Bulgaria will have a subscriber and newsstand circulation of 30,000.

"As Bulgaria increasingly joins the free market economy, computers will become more available for use outside of the government-run businesses," McGovern said. "As students and small business owners explore their new social and economic freedoms, there is a great demand for information on computers."

McGovern said that *Computer Magazine Bulgaria* will meet the information needs of these new users by covering the latest developments in personal computer technology and applications and running reviews and comparisons of hardware and software.

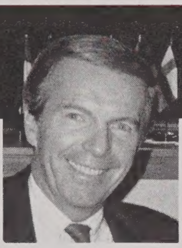
Known for having one of the most ambitious projects for computer literacy in Eastern Europe, Bulgaria was the first country in the region to invest in educational computers. With a population of 9 million, more than 250,000 computers have been installed, 100,000 of which are dedicated to education.

Computer Publishing, Ltd. Chairman George Balansky, said, "*Computer Magazine Bulgaria* will mainly cover practical aspects of daily work with personal computers software and peripherals. About 20% of the magazine is focused on the educational markets with Apple computers and software taking the front line. Access to IDG's worldwide News Service and to the articles in the 25 magazines that IDG publishes covering IBM, Apple and Commodore personal computers will be an invaluable aid to our editorial appeal."

The *Computer Magazine Bulgaria* address is Computer Publishing, Ltd., 7 Graf Ignatiev Street, Sofia, 1000, Bulgaria.

On line

ASK BILL



Q What are your strategy recommendations for a start-up in terms of managing cash flow?

A When a business plan is approved, it is tied in with a cash flow plan. This cash flow plan determines the total IDG committent of funds to the project; for this reason we insist on realistic and achievable plans so that there are no unpleasant surprises later on.

Having said that and living through managing by cash flow, I would implement the following strategy. When the name of the game is cash flow you want to maximize your cash inflow by accelerating the collection cycle on accounts receivable. This requires a strong follow-up collection effort.

Unless desperate, I would not recommend selling your receivables or offering early payment discounts since the cost of money is extremely high. While maximizing cash inflow you want to minimize cash outflow, this may mean negotiating extended payment terms with your vendors, renting or leasing all equipment, paying sales commissions only on collections, and in general utilizing your vendor's credit to the greatest extent possible.

Q Just over two years ago, IDG altered its matching contributions policy so that the matching funds must now be requested and approved at the division level. At the time, you noted that IDG continues to support many causes at the corporate level. Could you tell us what these are?

A Aside from the matching contributions of the various business units, IDG has contributed at the corporate level to such causes as The Smithsonian Institute, The Children's Museum, Earth Day '90, Children's Hospital, The Museum of Fine Arts, The Boston Symphony, The Computer Museum, The Museum of Science, and Special Olympics.

Q How much did IDG pay in matching funds contributions for 1990? How does that figure compare to previous years?

A In 1990 IDG paid out over $142,000 in matching contributions. With the exception of special events such as the AIDS Walk for Life, this figure has been increasing at approximately 12% a year.

Q Are there any plans to increase the per-mile reimbursement rate in the U.S?

A Effective March 1st, the reimbursement rate is being increased to reflect the higher cost of auto travel.

Q Regarding new publication launches, what budget was granted *Global Networks*, and what size budget to *Computer Reseller Europe*?

A *Global Networks*, published by Network World, Inc. was launched on a breakeven plan. To date, they are on plan. IDG Communications, S.A.'s *Computer Reseller Europe*, is also on a breakeven plan.

Q Which historical and/or industrial figure do you most admire?

A A person in history I hold in high esteem is General George C. Marshall, U.S. Army Chief of Staff during World War II, Secretary of State under President Truman and later Secretary of Defense. A reputed genius at organization, he was the brains behind the movement of armies in World War II. As a humanitarian, he originated the European Recovery Program, later to be called the Marshall Plan, without which Western Europe would certainly be a different place today. He championed his plan through a reluctant Congress and then organized it's implementation, for which he was awarded the Nobel Peace Prize in 1953.

Q Why is your name printed inside every one of the 300,000 books that IDG Books has published?

A This question could be better answered by Jonathan Sacks, president of InfoWorld Publishing and founder of IDG Books. As a result of failed previous attempts by IDG companies to publish books, I took a particular interest in Jonathan's business plan for IDG Books so as not to relive past sins. My harassment was acknowledged by way of a "thank you" printed in every book until they reach breakeven. Hopefully, you won't be seeing my name much longer.

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Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

IDC Germany Readies First CeBIT Booth Display

The staff of IDC Deutschland is busy preparing for its first appearance at next month's CeBIT trade show in Hannover, Germany. **Dieter Hoffend**, formerly a part-time employee at IDC Germany's main office in Kronberg, outside Frankfurt, is coordinating the office's CeBIT activities as part of his new full-time responsibilities in seminar and conference development

Representatives from the office will maintain a show booth and will also use a separate conference room for presentations and to meet with customers in a more comfortable setting. IDC Germany's new office in Berlin, for example, will report on the status and trends in the Eastern European IT marketplace.

On March 14, General Manager **Manfred Frey** will deliver a speech, "Market Trends and Distribution in Germany," at an IDG event called "How to Develop and Manage a European Distribution Network."

BUSINESS IN BERLIN

IDC's Berlin office is formally a subsidiary of IDC Germany's main Kronberg office. Under the direction of **Wilfred Köhler-Frost**, the office officially began operations December 1, 1990.

The staff now includes **Steven Frantzen**, manager of Soviet and Eastern European Research Services; **Christiana Schute**, research analyst; **Uwe Kaiser**, consultant and **Ines Böttner**, secretary. According to Frantzen, the office is a manifestation of German reunification, consisting of two West Germans, two East Germans and one American.

The Berlin Expertise Center represents the culmination of IDC's efforts over the last two years to extend its market consulting and research services to Eastern Europe. IDC is now the only international computer market research company with fully incorporated research facilities in the Soviet Union and Eastern Europe (currently Hungary and Poland, soon to include Czechoslovakia), as well as an Expertise Center devoted exclusively to tracking developments in the region's fast-evolving IT markets.

(L-R): Susanne Becker, Dieter Hoffend, Dagmar Montanez and Peter Hofmann of IDC Germany.

The Berlin office has direct responsibility for coordinating IDC's operations in Eastern Europe, including research agendas, research and logistical support, inquiries, production and publication. Most projects will be conducted from the Berlin office with support from local country offices.

The 1991 research agenda includes an Eastern European Continuous Information Service, a CAD/CAM/CAE End-user Survey, a LAN Markets Study and Unix Study, individual country IT Market Reports and a special computer market study on the Soviet Union similar to IDC's *Eastern European Multiclient Study* published in October 1990.

The IDC Germany staff takes a break from their CeBIT plans. Front row (L-R): Elisabeth Schiffer-Bijsmans, Sonja Mohneck, Hajo Christ, Marlene Müller. Back row: Andy Schleusener, Barbara Engel, Manfred Frey, Joachim Hofmann, Nandini Khare, Daniela Maag, Martin Milautzcki and Stefan Schroth.

Human Resources News

NEW POSITIONS THIS WEEK February 18, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

RESEARCH INTERN (IDC)
Temporary internship (approx. 6 months) to provide ongoing client support, prepare and research monthly bulletins and newsletters. Requires strong research and writing capabilities, knowledge of the PC (Lotus, Microsoft Word or WordPerfect), excellent people skills & strong telephone manner.

RESEARCH ASSOCIATE P/T (IDC)
Will gather product, service and vendor information, rework available and published research to meet client's specific requirements, and assist on consulting proposals and projects. Requires experience with a variety of PC-based word processing, spreadsheet, graphics and productivity software, knowledge of computer industry with emphasis on software, Bachelor's degree in computer science, electrical engineering, business, or equivalent experience. Strong editing and writing skills, and experience with statistical software, survey techniques and analysis methods a plus. Previous telephone market or product research desired.

BILLING ACCOUNTANT (IDC)
Will invoice all IDC products, assist IDG credit group in researching problems, maintain client files, review and reconcile US Deferred Revenues and prepare variance analysis, maintain computer billing & order entry system, review all sales orders & resolve incomplete orders with sales executive or product manager, and prepare Lotus spreadsheets. Requires at least 2 years prior experience in corporate accounting environment, 2 year degree in business, finance or accounting, familiarity with Lotus 123, and AR/Deferred Revenues experience. Must possess good communication and organizational skills.

MARKETING COMMUNICATIONS MANAGER (TISC)
Reporting to the VP Sales and Marketing, will handle all marketing/communications for TISC to include developing and writing all collateral material for TISC products. Strong communication and organizational skills essential. A good understanding of the sales function desired. Requires minimum of 3-5 years related experience.

ADMINISTRATIVE ASSISTANT (IDG)
Working in IDG's Boston office, reporting to the Director of Business Development, responsible for providing both general administrative office support as well as assistance with a variety of project-related activities. Requires strong organizational and communication skills, and ability to work on many projects simultaneously. College degree and PC experience, preferably Macintosh environment, desired.

MANAGER, ADVERTISING OPERATIONS (NWW)
Will manage daily operations of ROP Advertising, Classified/Recruitment Advertising and Billing/Contract Fulfillment. Responsible for sales management reports, OMNI reporting to IDG Accounting, and yearly budget and administration of same. Requires considerable knowledge of production manufacturing process and costs, computer familiarity, particularly with OMNI and Lotus, and excellent communication and organizational skills.

MANAGING EDITOR (NWW)
Work closely with the Features Editor to solicit and edit articles, develop art and graphics and coordinate the efforts of the Features department. Candidates should have a solid understanding of voice and data communications technology as well as significant reporting, writing and editing experience.

STAFF WRITER (NWW)
Responsible for all aspects of the New Products section preparation, including writing products, editing staff-written products and layout. Clearly presenting assigned self-generated product coverage for the news and technical sections of Network World. Requires two years professional journalistic writing.

NETWORKING REVIEWS EDITOR (IFW)
This highly visible and fast paced position will edit, organize and set direction for InfoWorld's reviews & comparisons of LAN products. Candidate must possess strong technical and PC market knowledge; LAN experience; three years computer journalism experience; and excellent editing and organizational skills.

BUSINESS MANAGER (CBP)
This start-up publication requires a Business Manager with 8-10 years of experience to work closely with the business unit executives in meeting Computer Buyers business plan. Requires strengths in budgeting, forecasting and financial analysis. Will serve as primary contact with all vendors and with IDG's accounting department. Specific business management experience in publishing is preferred. A related degree in Finance, Business Administration or an MBA is desirable.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	
CW	Pam Caplin/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: February 18, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	HRIS Assistant P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Clerical Assistant P/T	*IMS*, Framingham, MA	M. Cornetta	(508)935-4734
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	International Projects Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)693-6890
LOTUS	Circulation Assistant	*LOTUS*, Cambridge, MA	L. Folsom	(617)693-6833
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
IDC	Consulting Sales Support Rep.	Framingham, MA	L. Bishop	(508)935-4603
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Intern (temporary)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Associate P/T	Framingham, MA	S. McClure	(508)935-4604
IDC	Research Analyst, Storage Res.	Framingham, MA	C. Delprete	(508)935-4012
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
TISC	Marketing Communications Mgr.	Framingham, MA	S. Perry	(508)935-4407
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
DNP	Receptionist	*Digital News*, Boston, MA	M. Chagnon	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IDG/P	Sales Representative	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager NW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager SW	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Senior Editor	*InfoWorld*, Menlo Park, CA	R. Parker	(415)328-4600
IFW	Network Technician	*InfoWorld*, Menlo Park, CA	L. Black	(415)328-4602
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	R. Needleman	(415)328-4602
PCW	Administrative Assistant P/T	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Booking/Billing Coordinator	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
CBP	Business Manager	*Computer Buyer's*, Wakefield,MA	M. Stephens	(508)935-4568

News from Corporate Human Resources:

The 401(k) contribution limit for 1991 has been increased from $7979.00 to $8475.00.

IDG Norway Develops Customized Sales System

Life as a sales representative for IDG Norway is much easier now thanks to a new customized, computerized sales system.

Advertising Manager **Ove Heggedal** and Administrative Assistant **Lars Egil Saetrang** spent six months conducting a feasibility study, defining IDG Norway's specific needs and programming the system themselves. Based on the PC database package Dataease, IDG Norway's system covers the whole selling process from day-to-day client follow-up to order registration, management and sales reports and numerous statistics. In addition to a variety of client and product categories, there is a common register for client names, addresses and phone numbers and tailor-made registers for each sales rep.

The Norwegian system features revenue and page statistics, an advertising format register to identify available space for special-size ads, frequency and volume statistics on each advertiser, pre-bookings, automatic backup and security systems and automatic updating of all registers. The sales rep cannot delete any client or other information, and sales managers have access to all parts of the system.

FIRST IN NORWAY

According to General Manager **Morten Hansen**, the office is the only publishing company in Norway that has such a sales system and he is actively looking to sell the system, to other publishers, steering clear of the competition. "The goal is not to make a lot of money, just to pay back the development and maintenance costs," Hansen said. He invited any interested IDG offices to contact Saetrang for more information.

Currently, Norway's small, close-knit industry enables sales reps to serve the vast majority of their clients exclusively through telephone contacts. About 20 % of the total client base are big clients that represent 80% of total sales. Those customers are served through a combination of face-to-face sales visits and telephone calls.

Gebhard Osterwalder, general manager of IDG Switzerland, and his sales manager, **Enrico Charen**, recently traveled to Oslo to compare notes on the computerized system, as well as subscription promotion, new classified sections and other related issues. Their office uses a highly developed version of "Verlags-Manager." ("Publishing Manager"), a standardized system developed in Germany and adapted to IDG Switzerland's needs. In addition to providing sales-oriented information, the system is fully integrated and handles direct mail promotions, as well as accounting procedures.

Osterwalder and Hansen both said their day-long session was "tremendously useful" and yielded many ideas about how to enhance both of their systems.

Network World Cosponsors Scholarship Award

Network World, cosponsor of the Enterprise Network Excellence (ENNE) Awards to honor leaders in the strategic application of enterprise network technology has been closely involved with the beginning of a new dimension of the awards.

A scholarship program was funded through proceeds of ticket sales at the ENNE Awards dinner last September. *Network World* matched the proceeds to bring the scholarship award to $5,000.

A scholarship committee, composed of members of the user community, *Network World* Publisher **Gary Beach**, Editor **John Gallant** and Marketing Director **Evilee Thibeault**, invited 10 colleges and universities to apply for the scholarship. The schools were selected for their unique educational programs in the management of enterprise networks.

The first school to receive the ENNE scholarship was Carnegie-Mellon University's Information Networking Institute. The scholarship will provide financial support for a graduate student in the school's Information Networking program.

THE ENNE AW
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INDUSTRY

Evilee Thibeault, *Network World*'s director of marketing, presents the ENNE scholarship award to Dr. Thomas Ho, director of the Information Networking Institute at Carnegie-Mellon University. Steve Yesenosky, director of the ENNE Awards program, looks on during the presentation at the NetWorld show in Boston.

Noteworthy!

PROMOTIONS

Nicole Kassel of the IDG Headquarters staff has been promoted to administrative assistant to Director of Communiations Carloyn Knox. Kassel will assist in all phases of corporate communications, including dealing with graphic designers and IDG's public relations firms.

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NEW EMPLOYEES

Christopher M. Wallace joins ITI as vice president of sales where he will be responsible for U.S. sales and the sales support staff. Wallace was formerly district sales manager for Dun's Marketing Services. He received a B.A. in economics from the University of New Hampshire and enjoys sports, reading and spending time with his family.

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Federal Computer Week welcomes **Jane B. Fitzwilliam** as New England/Midwest district manager. Formerly a regional sales manager at *MacWeek*, Fitzwilliam attended Northwestern University. She is interested in riding and showing horses, animal advocacy, music and "just about any movie."

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Federal Computer Week also welcomes **Brandt Heatherington** as graphics director. He will be in charge of designing and producing graphics. Most recently he was a Macintosh specialist at Applied Graphics Technologies, where he was involved in troubleshooting problems with Mac hardware and software. Heatherington holds a B.A. in graphic design from George Mason University and is taking graduate classes in visual communications. In his spare time he enjoys art, history, music and karate.

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JoAnn Soto joins IDG Communications as part-time receptionist. Her responsibilities will include switchboard and clerical duties, areas she is experienced in from her previous position in a doctor's office. Soto attends Berkeley College and likes dancing, reading and swimming.

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Carolyn Bickford has joined the team at *Macworld* as editorial assistant. She will be involved in editing letters, fact-checking and research. Bickford was formerly a construction news reporter at McGraw-Hill, where she interviewed architects and filed stories with a twice-daily deadline. She received her B.A. in Russian from Mount Holyoke College in 1988 and enjoys writing children's stories, dance and theater.

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Steve Young has accepted the position of senior copywriter, marketing, at *InfoWorld*. He was previously creative director at Mediagenic, where he wrote copy and managed design and production for advertising and packaging. Young attended Yale University and has a Ph.D in English literature from Stanford Univ.

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Sherry Sneed joins *Digital News* as sales assistant. In this capacity she will act as assistant to Alfred Lara, southwest regional sales manager. Sneed most recently ran the office at Dow Design, where her responsibilities included purchasing, client liaison and planning meetings and trade shows. In her spare time she actively pursues her interest in sewing.

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Ben Z. Rose joins Technology Investment Strategies Corporation/IDC Financial Services as senior analyst, personal computers and workstations. He will assist clients in assessing the current and projected value of their PC and workstation investments. Formerly the principal of *The Baystate Software Report*, Rose attended George Washington University and holds an M.B.A. in marketing from the University of Michigan. He enjoys bicycling, racquetball and music.

William W. Sines joins Technology Investment Strategies Corp. as director, midrange systems and server research. He was previously a senior consultant at Data General Corp., where he performed competitive and market analyses. Sines attended Kalamazoo College and holds an M.A. from Michigan State University. He has completed his Ph.D course work, and enjoys golf and astonomy.

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Sherry Warren has joined *PC World* as administrative assistant, where she will assist Denise Pilnak, account manager. Warren previously worked in real estate, where she was involved in marketing and word processing training. She studied business communication and is interested in computers, skiing and photography.

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Also new as administrative assistant at *PC World*, **Eos de Feminis** will support accounting, office services and reception. She was formerly a management trainee at AMEV Financial Group. De Feminis has a B.S. in management from San Francisco State University and enjoys reading, motorcycles and tennis.

• • • • • •

Infoworld welcomes **Lucinda Formyduval** as circulation manager. Formerly circulation manager at Miller Freeman Publications, Formyduval has a B.A. in English and philosophy from Ohio University. She likes the theater, gardening, books and sewing, and as a former gallery owner maintains an interest in the art scene.

• • • • • •

Tom Breyer joins Information Strategies Corp. as communications program manager for ISG's Federal Data Service. Most recently he was project manager at Jaycor, Inc., where he directed projects and was involved in business development and strategy. Breyer has a B.S. in mathematics and operations analysis from the U.S. Naval Academy. He is interested in current events and is the second in command of a U.S. navy reserve unit.

WEC Unveils New Logo

World Expo Corp. showed off a new look last month with the formal announcement of its new logo.

WORLD EXPO
CORPORATION

According to WEC president **Cherif Moujabber**, "The new logo was developed as part of a campaign identifying World Expo Corp. as innovative and progressive, confirming our expertise in the field of organizing trade shows exclusively for the IT industry."

World Expo Corp. will hold more than 36 conferences and exhibitions in 16 countries throughout North America, Europe, Asia and Australia in 1991.

10th Anniversary Celebrated

Susan Perry started at IDG in 1980 as personnel administrator and now holds the position of human resources director. During her tenure she has had a full range of experience in the areas of employment, training, employee relations, benefits, compensation and personnel administration. She has also become involved with several projects in international human resources, including recruiting and developing. For the IDG UK office, Perry developed an employee handbook.

Perry noted, "I get a great deal of satisfaction in working closely with my diverse client base and creating a variety of HR programs that will contribute to the success of those divisions."

Perry will receive her B.S. in marketing from Northeastern University this year. She has completed the Human Resource Executive Program at Babson College and received her Certificate in Personnel Administration from Bentley College. She is also an active member of the Northeast Human Resource Administration.

Perry enjoys skiing, cooking, collecting antiques and spending time with her husband and three-year-old daughter.

Patrick McGovern hands Susan Perry an engraved desk set during her 10th anniversary luncheon at the Ritz-Carlton in Boston.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Giorgio Saluti - IDG/C P

ELEVEN YEARS
Steve Sieck - LINK Resources

EIGHT YEARS
Deborah Walsh - IDG/C P

SEVEN YEARS
Iris Clench - IDG Australia

SIX YEARS
Lola Ulacio - IDG Venezuela
Libby Levinson - CW Publishing

FIVE YEARS
Deborah Goldstein - IDG/C

FOUR YEARS
Nin Mattsoff - IDG Sweden

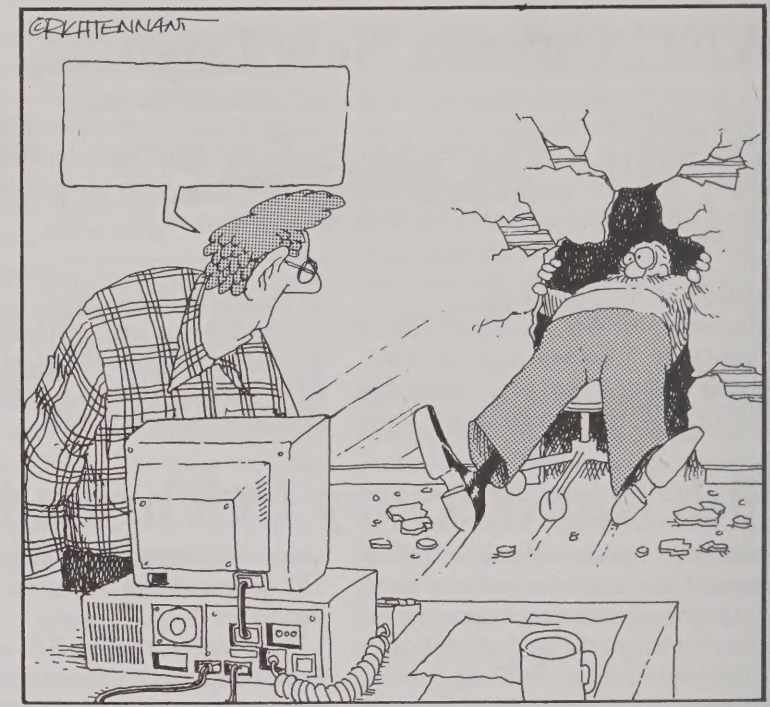
THREE YEARS
Liza Weiman - *Macworld*

TWO YEARS
Carolina Rivas - IDG Venezuela
Kent Oloffson - IDG Sweden
Peter Olsson - IDG Sweden
Alan Tayt - IDG Australia
Kevin Normandeau - IDG/C
Scott Stein - TISC

ONE YEAR
Dinny Zimmerman - IDG/C P
Christine Kovacs - ISG
Florence Yeung - IDG Hong Kong
Luis Gonzalez - IDG Venezuela
Ray Cheung - IDC China/Hong Kong
Nanci Farquharson - *Network World*
Charles Boyd - CW Publishing
Kimberlee Smith - CW Publishing

Off line

Congratulations to all of our enthusiastic cartoon contest contributors. Winner Deb Carlson will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painter's caps. Remember to watch for next week's "Off line" cartoon.



“I warned you about how realistic that flight simulator is...and you STILL pressed the “eject” button?”
- Deb Carlson, ITI

“Love your new VGA monitor! Any problems with glare?”
- **Alistair Dabbs**, IDG U.K.

“Dave, never sit directly in front of the machine when loading Turbo-C.”
- **Andrew Ware**, IDC Framingham

“When I said “back it up” I meant the hard drive.”
- **Gloria Lodge**, IDG/C Peterborough

“Hey Fred, that new graphics program makes quite an impact, eh?”
- **Eric Kestler**, Information Strategies Group

“Oops. Sorry Joe, I should have mentioned that I just installed a super VGA card to enhance my PICT file of the new 1991 Playmate of the Year!”
- **John Gray**, ITI

“So THAT’s why you need a surge protector.”
- **Duane Hampson**, *PC World*

“I forgot to tell you. There’s a slight possiblity of overload...”
- **Dave Emberley**, CW Publishing

“I see you’ve discovered my Turbo Pascal!”
- **David Brown**, Technology Investment Strategies Corp.

IDG *World Update*

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IDG World Update

VOLUME 21, NUMBER 8
FEBRUARY 25, 1991

IDGC/P Unveils Cable Magazine

It's a magazine. It's a service. It's an organization. Cable in the Classroom is actually all three, and IDG Peterborough figures prominently in the first category.

Cable in the Classroom was created as a nonprofit service by a group of U.S. cable industry executives in September 1989. Its office is in the Washington, D.C. suburb of Alexandria, Va. The goal of member cable operators is to provide free installation and basic wire service to all public junior and senior high schools in communities served by cable television. In addition, member programmers work closely with educators to create and make available programming suitable for classroom use and to design printed support materials.

This month IDG Peterborough unveiled the premiere issue of *Cable in the Classroom*, a monthly guide purchased by the organization's members and distributed to participating educators free of charge. Produced through a contract publishing arrangement, the magazine contains a listing of programs by subject as well as case studies, activities, electronic tips and other suggestions to help teachers make the programs relevant to their lesson plans.

IDG Peterborough handles the design, manufacture and distribution of *Cable in*

- SEE PAGE 2

CN '91: Another Success

Despite an economic recession and war in the Middle East, World Expo Corp. kicked off yet another successful edition of Communication Networks in Washington, D.C., January 28-31.

More than 22,000 attendees traveled from all over the world to attend the largest voice and data communications show in the U.S.

Keynote speaker Dr. Paul Stern, chairman and CEO of Northern Telecom, discussed global trends in telecommunications and highlighted the emergence of a personal, wireless communications environment that can accommodate merged voice, data, image and video.

Given the concern about possible terrorist acts due to the gulf war, the show managers and producers instituted additional precautions. Show Manager **Robin Poulin**, Senior Vice President **Bill Leitch**, Assistant Product Manager **Glenn Gaudet** and Vice President of Planning and Operations **Bill Sell** attended bomb detecting classes offered through the Ramada Renaissance Hotel. "Not that we were alarmists, but we wanted to go that extra mile for our clients," Sell said.

Several times during each day of the show, the Washington, D.C. police department escorted a dog trained in explo-

- SEE PAGE 2

1700
World Expo
180

CN '91 attracted a record number of preregistered exhibitors.

Cable

- FROM PAGE 1

the Classroom. The small editorial office is in Cambridge, Mass. under the direction of publisher Stephen Crosby. Crosby founded the magazine's predecessor, *CONNECT.*

"This is a nice addition to the *incider / A+* group," said Group Publisher **Paul Boule**. "It's rounding out the stable in terms of our educational approach." While geared to all Apple II and Macintosh computer users, *incider/A+* is read by a significant number of teachers who use Apple products in the classroom. Boule said that a readership survey is being planned to evaluate the *Cable in the Classroom* readership. "We really don't know if these readers are computer users," he said.

Nonetheless, Boule anticipated that many opportunities lie ahead for this project. "We're hoping to use *Cable in the Classroom* to embellish the relationship *incider* has with Apple," he said. After analyzing the results of the reader survey, IDG will be able to approach Apple and other advertisers later on.

Cable in the Classroom

Boule said that the publication has been a money-maker right from the start. Circulation sales have played a key role, but advertising revenue has also contributed to the profit level. Boule felt confident that they'll attract a wider range of advertisers soon. Advertisers in the February issue included *incider/A+* and a number of cable-related companies, but Boule noted that the television and VCR manufacturers, among other potential companies, have yet to be contacted.

Paid circulation for the first issue was 38,000, with cable operators purchasing the bulk of them for teachers, and subscriptions are also being offered. Project Manager **Joann Williams** said that the interest level is very high.

"Teachers are ecstastic," Williams reported. "Teachers have called to say its the handiest thing they could have in their classroom. Cable companies have been very receptive to it, and the teachers seem to be telling the companies how many issues they need."

Circulation for the March issue will be increased to just under 50,000.

CN '91

- FROM PAGE 1

sives detection around the convention center floor. All the additional precautions and greater attention to detail by the show producers made for a particularly secure and smoothly executed event.

Poulin attributed the WEC team's cohesiveness and willingness to share expertise to the restructuring that World Expo Corp. underwent in July. "Although everyone who went on-site had a specific job to perform, there was a real team effort demonstrated like never before," observed Poulin, an IDG veteran since 1984.

RECORD PREREGISTRATION

This years' show tallied 1,696 booths and 439 exhibitors. Although the number of exhibitors reflected fewer companies than previous years, WEC's marketing department reported CN '91 had the highest number of preregistration ever, with companies registering earlier and reserving more space.

Communication Networks Conference and Exposition will soon expand into additional international markets. WEC will work with IDG Communications Australia to produce Communication Networks/Australia in Melbourne on November 19-21, 1991. In addition, WEC will collaborate with RAI Gebouw BV, a private exposition facility in the Netherlands, to co-produce EuroComNet, which is slated for September 1-4, 1992 in Amsterdam.

ANOTHER NEW SHOW

NETWORK COMPUTING FORUM

There's another new kid on the trade show block. Coupled with Communication Networks, Network Computing Forum made its debut last month across the street from CN '91 at The Grand Hyatt Hotel. The four-day conference drew more than a thousand attendees.

Network Computing Forum was launched as a direct result of last year's Communication Networks show. CN '90 attendees were asked to fill out a questionnaire, and one of the most common requests was for much more information on enterprise-wide networks as well as local- and wide-area networks. World Expo Corp. responded by adding a networking computing conference this year to provide technical information on designing, integrating and managing an enterprise information system.

According to Show Manager **Ron Toran**, Network Computing Forum is geared toward telecommunications experts working with integration, enterprise networking, platforms and architectures, applications and migration management.

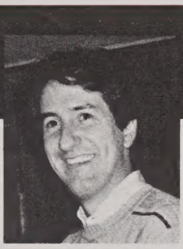
Network World President and Publisher **Gary Beach** gave the welcome address. Afterward, attendees visited company-sponsored exhibit suites to find out the latest in multi-vendor operability, LAN management, new protocols, connectivity and other integration issues.

Toran reported the forum has generated tremendous interest among exhibitors and attendees alike. The next edition of the forum, slated to run concurrently with CN/West July 15-18, will have well over 100 exhibitors, up from just six at January's CN show.

July's network computing show in San Francisco will feature an expanded conference program and exhibit hall. It will also operate under a new name, Network Computing Conference and Exposition. The show will spin off on its own in 1992.

On line

ASK KELLY



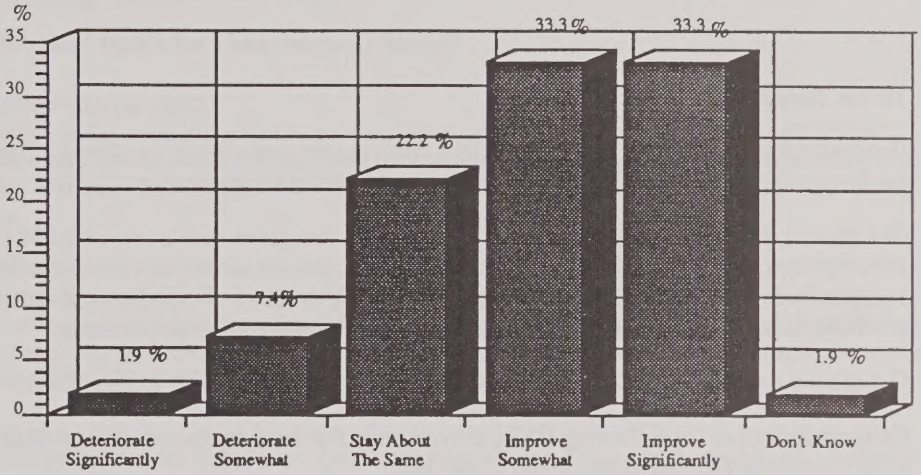
From time to time, "On line" features selected guest columnists. Kelly Conlin, IDG's Director of New Business Development, takes a turn this week.

Q With all the talk of recession, how does IDG headquarters measure and forecast the impact of an economic downturn on IDG's business?

A Much has been written lately about how little correlation there is between macroeconomic indicators—gross national product, capital spending—and information technology expenditures. So will the recession have an effect? Yes and no. Correlation or not, those statistics drive market sentiment, encouraging caution in some cases, delaying decisions in others. Yet when we ask our customers for their assessment of the recession's impact, the majority are optimistic about the year ahead. We are currently holding to our earlier forecast for an increase of 14% in domestic advertising expenditures this calender year, with increasing momentum in the second half.

A recent customer survey conducted by IDG headquarters and supervised by Kathy Dinneen, president of IDG Communications Research, bears this out. The survey of 54 customers shows that while most technology companies agree the country is in a recession, only 31% believe their industry is in a recession. Throughout the survey, about one-fifth to one-third of the companies could be regarded as pessimistic on a range of questions related to marketing and advertising plans, while about the same number were optimistic, projecting double-digit spending increases. The rest saw little change from the previous year.

HOW DO YOU EXPECT YOUR COMPANY WILL DO IN 1991 IN TERMS OF SALES AND PROFITABILITY?

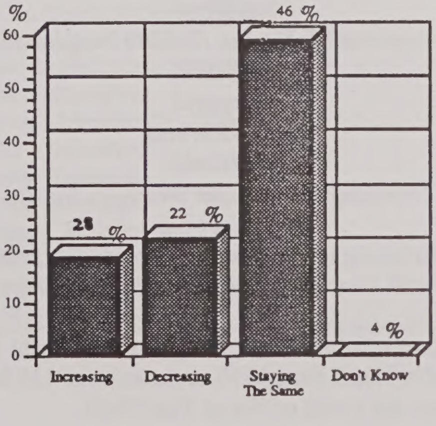


Source for all graphs: IDG Survey of 54 customers, Jan. '91

On advertising spending in computer publications, for example, 22% said it would decrease in 1991, 28% said it would increase and 46% said it would stay the same. Only 11% said they would increase their budget in the general press, and 13% said they would increase their budget in trade shows. The largest increase is expected for direct mail, where 39% of the companies will increase their budget.

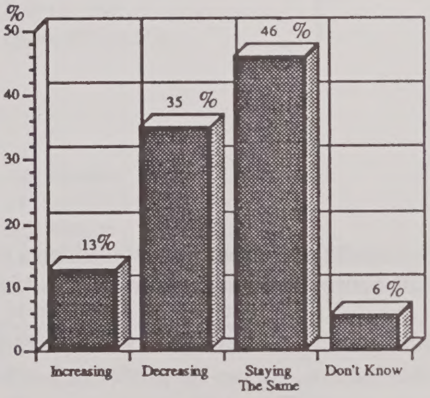
For the companies increasing spending in the computer trade press, the median increase is about 20%.

HOW WILL BUDGETS CHANGE OVER THE NEXT SIX MONTHS FOR COMPUTER TRADE ADS?



What does this tell us? While the recession presents a challenging climate, the underlying indicators we keep coming back to—product cycles, vendor profitability, technology diffusion—remain positive. What's more, most companies are not slicing marketing budgets. In fact, these survey results may be useful in encouraging our customers to be hesitant in curtailing advertising and market research expenditures, since their competitors may be among those two-thirds who are maintaining or increasing their budget in the hope of taking market share.

HOW WILL BUDGETS CHANGE OVER THE NEXT SIX MONTHS IN TRADE SHOWS?



CONFIDENTIAL

IDG Chairman's Report

Fourth Quarter and Full Fiscal Year 1990

To our Shareholders and Employees:

During the fourth quarter of Fiscal Year 1990, covering the period from July through September 1990, IDG's worldwide consolidated net revenues reached $104M, an 18% growth compared with the same period last year.

Our pre-tax profit for the fourth quarter was $7.6M, compared with a loss of $.2M in the same period a year ago. This excellent improvement in our profitability reflects the energetic actions taken throughout the IDG family of companies to improve operating margins by increasing prices to reflect the gains being made in the quality and usefulness of IDG's products and services and in carefully controlling operating costs and increasing the efficiency of operations.

Our after-tax profit for the fourth quarter was $3.2M, compared with a loss of $0.1M in the same period a year ago.

Congratulations to the following IDG business units that have increased their profitability during the fourth quarter of Fiscal Year 1990 compared with the same period a year ago:

Asia Computerworld Communications Ltd.
CIO Publishing
Computerworld do Brazil
Computerworld Norge A/S
CW Communications AB Sweden
CW Communicaciones S/A Argentina
CW Publikationen, Austria
CW Publishing
Digital NEWS
Federal Computer Week
IDC Canada
IDC Japan
IDC Netherlands
International Data Corporation - U.S.
IDG Communications/Japan
IDG Communications/Peterborough
IDG Communications Pty. Ltd. Australia
IDG Communications Taiwan
IDG Comunicaciones C.A. Venezuela
IDG Danmark A/S
Information Strategies Group
InfoWorld
Integrated Media, Inc. (Publish Magazine)
LINK Resources
Macworld
Network World
PC World
Technology Investment Strategies Group

The results of the fourth quarter added a fine finishing touch to our fiscal year. Therefore, I am pleased to report that IDG's worldwide consolidated net revenues for the full Fiscal Year 1990 reached $431M, a 19% increase over Fiscal Year 1989.

Our operating profit reached $44M, a 77% increase from the operating profit of Fiscal Year 1989. With the addition of interest and other income, our pre-tax profit reached $48M in Fiscal Year 1990, an increase of 118% over the prior fiscal year. Net income, after taxes, was $25M, a 92% increase over the after-tax profit of Fiscal Year 1989.

Human Resources News

NEW POSITIONS THIS WEEK February 25, 1991

*The Job Opportunity Listing will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

DIRECTOR, SPECIAL PROJECTS, TECHNICAL COMPUTING (IDC)
Will coordinate and manage both ongoing and special market research projects covering workstations, technical computing applications software, and high-performance computers. Requires 3-5 years experience in technical computing industry, either in product marketing or as a user of workstations or technical computing systems; a BS in computer science or electrical engineering; excellent organizational and writing skills. Graphics or visualization knowledge a plus.

SR. ANALYST, TAPE & OPTICAL RESEARCH (IDC)
Responsible for researching and writing removable media, computer data storage market research information, determining market size, market share, and market structure for magnetic tape and optical disk drive products. Will also provide direct support to the large existing client base. Requires knowledge of magnetic tape storage devices, excellent communication skills, P&L management experience, demonstrated PC spreadsheet capabilities, and willingness to travel. Database and statistical processing skills a plus.

MAILROOM ASSISTANT P/T (NWW)
This 25 hour per week position will be responsible for processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. Must be dependable and a team player. Requires a valid Mass. driver's license and a good driving record. Postal experience a plus.

SOFTWARE TESTER (IDG)
Responsible for all phases of software testing for the OMNI IMPS system. Specifically will design and maintain the OMNI test environment, design test plans for software modifications, write and execute software tests. Requires familiarity with OMNI IMPS system, prior experience in Advertising/Publishing field, knowledge of testing methodologies, ability to read COBOL code, prior testing experience, and VAX/VMX user skills.

TELEMARKETING SALES (CIO)
Will telemarket to CIO subscriber prospects to acquire new paid subscriptions. Will also respond to CIO list rental and reprint inquiries, as well as cold calling to prospects. Will follow-up to current and past clients. Requires a highly organized individual with telemarketing experience, computer literacy, excellent communication skills and high energy level.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Pam Caplin/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: February 25, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	HRIS Assistant P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Mailroom Assistant	*NetworkWorld*, Framingham, MA	S. Finlay	(508)820-7424
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)693-6890
LOTUS	Circulation Assistant	*LOTUS*, Cambridge, MA	L. Folsom	(617)693-6833
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, International	Framingham, MA	P. Pastrone	(508)935-4528
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Intern (temporary)	Framingham, MA	M. Aliber	(508)935-4254
IDC	Research Associate P/T	Framingham, MA	S. McClure	(508)935-4604
IDC	Research Analyst, Storage Res.	Framingham, MA	C. Delprete	(508)935-4012
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Sr. Analyst, Tape & Optical Res.	Framingham, MA	D. Vellante	(508)935-4218
TISC	Marketing Communications Mgr.	Framingham, MA	S. Perry	(508)935-4407
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
DNP	Receptionist	*Digital News*, Boston, MA	M. Chagnon	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Senior Editor	*InfoWorld*, Menlo Park, CA	R. Parker	(415)328-4600
IFW	Network Technician	*InfoWorld*, Menlo Park, CA	L. Black	(415)328-4602
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	R. Needleman	(415)328-4602
PCW	Administrative Assistant P/T	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Booking/Billing Coordinator	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345

Our after-tax profit margin for Fiscal Year 1990 was 5.9%, compared with 3.7% for Fiscal Year 1989. Therefore, we are making encouraging progress toward our goal of a 10% after-tax level.

IDG 1990 Fiscal Year results is an achievement that everyone working within the IDG family of companies can feel proud of. It reflects very well on the quality and usefulness of our products for customers, the excellent service we provide, and the increasing efficiency with which we do our work.

Congratulations to the following IDG business units that increased their profitability in Fiscal Year 1990, compared with Fiscal Year 1989:

Asia Computerworld Communications Ltd.
CIO Publishing
Computerworld do Brazil
Computerworld Norge A/S
CW Communicaciones S/A Argentina
CW Communications AB Sweden
CW Publikationen AG Switzerland
CW Publikationen Austria
CW Publishing
Digital NEWS
Federal Computer Week
IDC Canada
IDC Japan
IDC Netherlands
IDC U.S.
IDG Communicaciones C.A. Venezuela
IDG Communications France
IDG Communications Germany
IDG Communications/Japan
IDG Communications/Peterborough
IDG Communications Taiwan
IDG Danmark A/S
IDG International Marketing Service
IDG International News Service
InfoWorld
Installed Technology International
Integrated Media, Inc. (Publish Magazine)
LINK Resources
Macworld
Macworld Japan
Network World
PC World
Technology Investment Strategies Group

As we move into Fiscal Year 1991, the slowdown in the world economy and the war in the Gulf create a business challenge for all of us. However, I know that with the skills, enthusiasm and determination of the people in the IDG family of companies, we will continue to outpace our competition, increase our market share, and make Fiscal Year 1991 another year that we can be quite proud of.

With best regards,

Yours cordially,

Patrick J. McGovern
Chairman of the Board

IDG Germany Preps for CeBIT

IDG Germany has again planned many events for next month's CeBIT fair in Hannover, Germany, which runs from March 13-20. Some activities include:

- A party for IDG employees and business associates on the first evening of the fair, March 13, at the publishing booth in Hall 1, Stand 5 and 6. The theme of the party is the "After Work Boulevard," and will feature entertainers and musicians.

- The sixth annual career center for data processing students and DP professionals will be held throughout the show in Hall 22, Stand B36/C43.

- A distribution seminar for foreign suppliers, "Distribution Development: A Gateway to Europe," will be held at the career center on March 14 from 10:00 a.m. - 1:50 p.m. Experts will discuss the conditions and laws in the European market, define the function of marketing channels and comment on the prospects and limits of distribution. The risks involved in multi-distribution channels, price reductions and margins will also be addressed. **Manfred Frey**, general manager of IDC Germany, will be among the speakers.

- **Ralph Peter Rauchfuss**, the new publisher of *Computerwoche*, will present the results of the first German computer press readership survey on the evening of March 14. IDG Germany was one of seven prestigious publishing houses involved in the study.

- The second annual "East-West Forum" will take place March 15. It will feature a morning address by IDG Chairman **Patrick McGovern**, focuses on telecommunications in business and industry and Soviet, U.S.. and Czech viewpoints on international telecommunications.

Notice to U.S. Employees:

Beginning March 1, mileage reimbursements will be raised to 25¢ per mile.

$

This will apply only to travel on or after that date. The new rate does not apply to expense reports submitted after March 1 detailing travel prior to that date.

CIO Conference to Offer Innovators' Perspectives

More than two dozen business champions and technology innovators will offer insights into the relationships between financial vigor and information resource management at *CIO*'s conference on Amelia Island, Florida, March 10-13.

"Perspectives: Maximizing Profits through Information Technology" will be geared for general managers and technology executives from a wide range of business ventures. In addition to the general sessions, small interactive breakout meetings, affinity groups and networking will allow ample opportunity to exchange ideas.

Lynda Rosenthal, *CIO*'s general manager of executive programs, said she's tried to assemble a group of unique speakers for the sessions: industry practitioners who aren't often found on the lecture circuit.

Among the presenters will be Bob Martin, senior vice president of corporate information systems for Wal-Mart Stores, Inc., Professor Roger Fisher of Harvard Law School and director of the Harvard Negotiation Project and Raymond E. Cairns, Jr., senior vice president, Information Systems, Du Pont Co.

CIO

Perspectives:
Maximizing Profits
through
Information Technology

Rosenthal also went the extra mile to retain one speaker with a scheduling conflict that in less technological times would have prevented his appearance. Thanks to Rosenthal's initiative and perseverance, Paul Strassmann, CEO of Strassmann, Inc. and author of *The Business Value of Computers.*, will broadcast his keynote address live from the U.K.

CONFERENCE HOSTS

In addition to *CIO*'s sponsorship, select companies in information technology have been invited to serve as conference hosts. AT&T Network Systems, Computer Associates International, EDS, GTE Spacenet, Hewlett-Packard, Tandon Corp. and Texas Instruments will each host activities for attendees such as dinner, golf and a fishing expedition.

While other conferences may include exhibitors, the role of *CIO*'s host companies is primarily to maintain a corporate presence in the company of influential speakers and guests while enjoying a "category-exclusive" position.

Between 300 and 400 people are expected to attend.

Unlike last year's winter conference, "Perspectives" has been managed entirely in-house. Rosenthal said that one of her goals has been to make the topic more focused this year. While "Perspectives" concentrates on the money side of business, *CIO*'s fall conference targets people. "IT and the Corporate Agenda: People, Productivity and Profits" will be held September 22-25 at the Hyatt Regency in Monterey, Calif.

Noteworthy !

Bonita Cox has accepted the position of director of human resources at *Computerworld.* She brings with her 15 years of HR experience with companies such as Data General, Honeywell and the Bank of Boston. Most recently Cox was director of human resources at Seiler Corp. She received her B.S. in sociology from Boston College and her M.S. in education/human resources from Cambridge College.

• • •

Wendy Weinstein has joined IDC as an analyst. Her responsibilities will include research analysis and consulting in the imaging market. Weinstein attended Washington University and holds an M.B.A. in marketing from DePaul University. She enjoys bicycling and cross-country skiing and is on the Council Board of the New England Aquarium.

• • •

IDC also welcomes **Sara Krusor** as librarian. Formerly a librarian at Santa Clara Central Library, she will organize and manage the library and handle reference inquiries. Krusor received her B.A. from the University of California at Berkeley and her M.L.S. from San Jose State University. She is interested in geology, reading, and music.

Eric Kincaid joins *Publish* as account manager for the Dallas area. Most recently he was central regional manager for Dallas at *Infoworld.* Kincaid holds a B.S. in mass communications and is a Dow Jones Achievement of Journalism recipient. He enjoys reading and spending time with his wife and daughter.

• • •

Amy H. Silberman has joined IDG headquarters as administrative assistant to Marion Kibbee. She arrives from Tekniko, Inc., where she was executive assistant to the executive director for programs. Silberman received her B.F.A. from Emerson College and enjoys writing short stories and poetry, cross-country skiing and ice skating.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third and fourth week of February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-SEVEN YEARS
Patrick J. McGovern - IDGHQ

SIXTEEN YEARS
Marion Kibbee - IDGHQ
Richard Priante - *Network World*

ELEVEN YEARS
Delia Quartey - *InfoWorld*

TEN YEARS
Charlene Beaulieu - IDG/C P
Arline Clements - ISG

NINE YEARS
Magdalena Axelsen - IDG Danmark

EIGHT YEARS
Eric Bender - *PC World*

SEVEN YEARS
Sieglande Pöschel - IDG Germany
Laura Cameron - IDG
Laurie Flynn - *InfoWorld*

SIX YEARS
Susan Collins - *Network World*

FIVE YEARS
Martha Watjen - WEC
Karol Lange - CW Publishing
Linda Gorgone - CW Publishing
Jack McDonough - *Network World*
Manfred Weiss - IDG Austria

FOUR YEARS
Brenda Shipman - IDG/C
Penny Stevens - IDG
Stephen Tozeski - ITI
Jim Kotsaftis - CW Publishing
Mark Sullivan - CW Publishing
Gina Bartella - *InfoWorld*

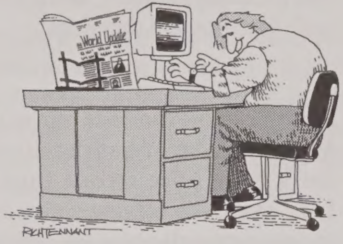
THREE YEARS
Rafe Needleman - *InfoWorld*
Jo Rodgers - *InfoWorld*
Stuart Johnston - *InfoWorld*
Janet Parks - *InfoWorld*
Linda Bussiere - IDG/C P
Timothy Coombs - IDG/C P
Clare Gillan - IDC
Carol Felde - *Macworld*
Kevin Burns - MIS Corporate
Sandy Mussato - *Macworld*
Ursula Weiss - IDG Austria
Robert Russo - ITI
Cynthia Banker - ITI

TWO YEARS
Graham Penn - IDC Australia
Patricia Miller - IDG
LuAnn Nightingale - CW Publishing
Ann Palermo - IDC
Marjorie Baer - *Macworld*
Richard Williams - IDG U.K.
Jo Olson - *InfoWorld*
Jeannie Fioti - *InfoWorld*

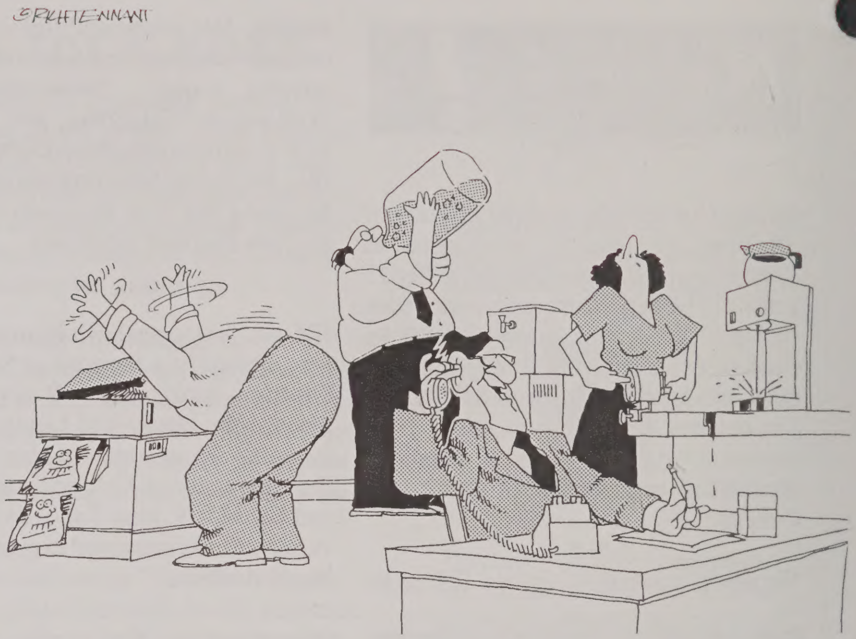
ONE YEAR
Dawn Briar - IDG U.K.
Carolyn Chown - IDC Australia
Lyn Cridland - IDC Australia
Jane Tsze - IDG Hong Kong
Hannah Eaves - *Digital NEWS*
Setsuro Tamai - IDG Japan
Lisa Davidson - IDC
Michael Kizilbash - IDC
Deborah Paul - WEC
Letitia Clementi - WEC
Carmen Liermann - IDG Germany
Valerie Boyd - IDG New Zealand
Lisa Abbott - IDG/C P
Therese McGowan - IDG Australia
Joanne Davies - IDG Australia
Patricia Smith - IDG Intn'l. News Group
William Costley - ITI
Shirley French - *InfoWorld*
Bob Garza - *InfoWorld*
Nico Krohn - *InfoWorld*

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 19. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

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AmigaWorld* Caters to Programmers with *The AmigaWorld Tech Journal
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IDG Denmark Offers Advertisers the Shirt Off Its Back
- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 9 **MARCH 4, 1991**

European Managers Convene in Prague

IDG Czechoslovakia rolled out the welcome mat to IDG European Managers and attendees at the first *Computerworld* and *PC World* Product Line Meetings of 1991.

IDG managers from across Europe converged on Prague — one of the most beautiful cities in the world — for the European Managers Meeting hosted by Czech Managing Director **Vladimir Tichy.** Two busy days of meetings included:

- A presentation by International Marketing Services President **Dick Soule** on new plans to market IDG publications worldwide.
- A rundown by Corporate Communications Director **Carolyn Knox** on updated corporate brochures, posters and other promotional efforts.
- A briefing on developments in the IDG News Service from IDG International News Group President **David Hill.**
- A review of current financial results from IDG President **Walter Boyd.**
- Roundtable discussions on the state of the market in each European country.

The European managers welcomed a host of new faces to their group, including colleagues from the new IDG companies in Eastern Europe. Members of the group from the East included host Vladimir Tichy from Czechoslovakia, **Tatiana Hinova** from Bulgaria and **Sakir Batumlu** from Turkey. New attendees from Western Europe included **Ruud Bakker** from the Netherlands and **Terry Chellew** from the U.K.

Welcome to IDG European Meeting

Attendees at the product line meetings included (L-R) Dick Soule, Sakir Batumlu, Paco Zabala, Ruud Bakker, Morten Hansen, Preben Engell (and guest), Wieslaw Migut, Eckhard Utpadel (and guest), Helen Marnfeldt, Maron Kibbee, Snezhina Badzheva, Kazimierz Szot, Jolanta Szot, Francois Chaussonniere, Patrick Dexyl and David Hill.

Following the managers meetings *Computerworld* took center stage as Publisher **Fritz Landmann** and Editor **Bill Laberis** orchestrated two days of meetings on every aspect of publishing *Computerworld.* Chairman **Pat McGovern** offeredhis vision of IDG into the 1990s, and **Jim Beveridge** of IDC's European Research Center in London gave an in-depth look at the European IT market.

Landmann ran sessions on the evolution of the IS role, devising special sections and maintaining growth. Laberis chaired editorial sessions on staying close to the reader, trends in the IS community, and how to make effective use of the IDG News Service.

During the next two days, **Pat Kenealy** and **Richard Landry** from *PC World* took over and dissected the process of positioning and producing the monthly ***PC World*** magazine. The PC buying process and the real value of editorial research was discussed in detail. Landry and Kenealy also presented a session analyzing the arrival of Windows and how *PC World* magazines should respond to this major change in the market.

IDGC/P Introduces *The AmigaWorld Tech Journal*

"I've feared it would forever be buried in the 'Good Ideas That We Ought To Get Back To Someday' pile." So wrote editor **Linda Laflamme** in the premiere issue of IDG Peterborough's most recent publication, *The AmigaWorld Tech Journal.*

Obviously, her fears were unfounded.

The idea for a more technical, programming-oriented Amiga journal was first proposed in 1987. While *AmigaWorld* helps readers keep up with the Amiga market, the 70%-80% of readers who are programmers wanted a publication that keeps up with the technology. According to Editorial Director **Doug Barney**, the result four years later is not just another magazine but a unique product.

Tucked within its pages is a floppy disk that complements the editorial. The disk is not a bonus item, but an important tool that helps readers learn the material that is explained in the text. Laflamme explained that the disk gives writers the freedom to thoroughly cover important subjects without worrying about programming code taking up pages and pages of space. While highlights of the code are noted in the text, the disk includes the complete source and executable versions. Readers must refer to both the disk and the text to have a complete understanding of each article.

Any leftover space on the disk that does not relate to the articles is filled with utilities and public domain languages.

The AmigaWorld
TECH JOURNAL
•PREMIERE ISSUE•

Barney said that as far as he knows, no other publication has ever integrated the disk and editorial product as completely as *The AmigaWorld Tech Journal.*

The *AWTJ* staff expects that the more technically oriented readers will double up on their subscriptions, purchasing both the bi-monthly journal and the monthly *AmigaWorld.* Barney said that orders for the premiere April/May issue are more than twice the original projections.

MARKETING VIA BBS

Publicity on an electronic bulletin board service offers an interesting marketing twist. A "conference" for *The AmigaWorld Tech Journal* has been set up on BIX, the Byte Information Exchange, an independent on-line system sponsored by *Byte* magazine.

Between 4,000 and 5,000 BIX subscribers are Amiga computer users. The conference will be open to anyone on the system, not just the publication's subscribers, and will serve as a forum for discussion on any relevant Amiga topics. Laflamme anticipates that it will yield not only new subscribers but also a wealth of ideas for future articles.

As moderator for the conference, Laflamme will answer questions, make sure messages go to the right place and promote the forum whenever possible.

Laflamme, formerly the acquisitions editor at *AmigaWorld*, is the only IDG Peterborough staff person working full time on *The AWTJ*. Other IDGC/P employees involved in the new publication are Designer **Laura Johnson**, who also serves as *AmigaWorld*'s assistant art director and Technical Advisor **Lou Wallace**, *AmigaWorld*'s senior editor/technology and special projects manager.

White Papers Proliferate At *FCW* In 1991

FCW

After a successful debut in August 1990, *Federal Computer Week*'s new series of white papers has gotten off to a strong start in 1991.

Each white paper, directed by the editorial staff and produced entirely in-house, examines a critical issue involving information technology and its use in the U.S. government. They're published as 16-page magazine-sized inserts and distributed to more than 60,000 *FCW* subscribers. Unlike *FCW* itself, they're produced on Macintosh computers. So far, each has been sponsored by a single advertiser: AT&T in August 1990, U.S. Sprint in January and Bell Atlantic in February.

"The white papers are an example of our editorial staff's ability to master a subject quickly, as well as capitalize on existing areas of staff expertise," said editor **Edith Holmes.** *FCW*'s first white paper on FTS 2000, the government's massive telecommunications contract, is an area the paper has covered since its launch in March 1987, she said.

"But the last two white paper topics—advanced network technologies and LAN-WAN connections—were new subjects for us. Managing editors **Paul McCloskey** and **Anne A. Armstrong** and Senior Writer **Carolyn Duffy Marsan** deserve a great deal of credit for getting up to speed on the technology and then applying it to this market in record time," Holmes said. "As a result, the quality of these white papers matches the standard we set for the newspaper."

"Our sales effort builds on the strong editorial impact of our white papers to help our marketplace and our readers," said **Jim Hussey**, *FCW*'s district advertising manager and manager of the white papers sales. Hussey coordinates white paper sales and acts as advertising's interface with *FCW*'s editorial and production departments.

Hussey said that the white papers are not only a new facet of *Federal Computer Week*, they're also unique to the publication's marketplace. To date, *FCW*'s competition has yet to venture into the world of white papers or other supplements.

IDG Exchange Program

Application

Please indicate your preferences for hosting and/or visiting in the spaces provided below. Your information will be added to a master list of interested IDG employees.

Name ______________________________ **Business Unit** ______________________________

Phone # ______________________________ **Title** ______________________________ **Age** ________

Fax # ______________________________

What languages do you speak? ____

Please indicate name, age and sex of each member of your household.

____

____

YOUTH EXCHANGE

Hosting:

Would you like to host a youth? **Yes** **No**

If yes, for how long? ____

Preferred age range? ____

Boy? ________ **Girl?** __________ **Either?** __________

Traveling:

Would you like your child to travel? **Yes** **No**

Interested in school option? **Yes** **No**

Preferred destination(s)? ____

FAMILY/INDIVIDUAL EXCHANGE

Hosting:

Interested in hosting? **Yes** **No**

Family? ________ **Couple?** __________ **Individual?** ________

How long would you like to host? ____

Traveling:

Interested in traveling? **Yes** **No**

What countries would you like to visit? ______________________________________

Approximately how long would you like to visit? ______________________________

If you have children, would they travel also? **Yes** **No**

HOME EXCHANGE

Would you exchange homes with another family? **Yes** **No**

Approximately how long would you plan to travel? ______________________________

What countries would you like to visit? ______________________________________

Please return the completed form to IDG World Update, 41 West St., 8th floor, Boston, MA 02111 USA, or fax it to (617) 423-0712. Have questions? Call Deborah Butler or Patricia Smith at (617) 423-9030, or send inquiries via BusinessTalk to D.Butler or P.Smith.

The European Perspective

One highlight of the recent European Managers Meeting in Prague, Czechoslovakia, was a roundtable discussion of what is happening in the various European markets. Here's a summary:

AUSTRIA

After struggling in the IS market, *Computerworld* is solidly profitable and studying a redesign similar to one done in Switzerland. In the autumn, *Computerworld* will begin serving a new class of readers; PC end users. Editors are planning to add new reviews and PC hardware and software tests to the publication.

- Manfred Weiss

BULGARIA

Computerworld was launched in January as a 16-page biweekly with a circulation of 7,500 copies. The economic situation is difficult, with 1,000% inflation and 47% interest rates. IDG Bulgaria plans to launch a series of newsletters based on the IDG News Service, and to set up a lending library for readers that will contain IDG publications from around the world.

- Tatiana Hinova

CZECHOSLOVAKIA

IDG Czechoslovakia has grown to 34 employees and *Computerworld* has increased from 16 to 24 pages since its October launch. CW will reach 32 pages in March and is expected to hit 64 pages this fall with full color. *PC World* was launched in January with a circulation of 30,000. *Computerworld* and IDG are being promoted through regular radio and TV shows for the Czech audience.

- Vladimir Tichy

DENMARK

The Danish market was down in the second quarter. IDG has responded with successful new card packs and by recruiting new "high octane" sales staff. *CAD-CAM World* was heavily promoted during a recent show, with 4,000 copies placed on domestic airline fights and in hotels.

- Preben Engell

FRANCE

Perhaps the turnaround story of Europe is *Info PC*. The PC monthly has leaped into the country's No. 1 slot with a 36% increase in display advertising. IDG France had a high-profile presence at the recent PC and telecom shows with daily publications at each.

- Francois Chaussonniere

GERMANY

The hunger for information in the former East Germany has created huge opportunities in the German market. IDG has taken over the circulation of two former East German publications. The German focus is on PC publications, with a new test center in Munich, new circulation promotion and a big push in newsstand sales. IDG faces new competition from Ziff in Germany but is fully prepared to defend its dominant position in the market.

- Eckhard Utpadel

HUNGARY

Though the country as a whole has been in a recession, the IT industry has continued to grow, with the change to a market economy offering many opportunities. A restructured IDG Hungary is re-dedicating itself to the core mission of providing information in IT. Independent surveys continue to show *Computerworld* as the top publication in the market. Plans are under way for the launch of *PC World*.

- Istvan Biro

NETHERLANDS

This year, IDG Netherlands will invest heavily in editorial quality and the sales and marketing staffs. *Computerworld* was relaunched in January with full color. IDG has acquired three new publications, achieving an immediate presence in the LAN, Macintosh and home computer markets. *PC World Benelux* will be relaunched next month, and the development of a test center in under way.

- Ruud Bakker

NORWAY

IDG Norway had an excellent first quarter. A booming advertising market was attributed to a general upturn in the economy from higher oil prices. Norway will be concentrating next quarter on research to stay close to the market. *Lotus World* was launched in January, and *Windows World* has a launch date slated for this coming April. IDG books are now the official publications of

Human Resources News

NEW POSITIONS THIS WEEK March 4, 1991

The ***Job Opportunity Listing*** *will be published weekly in the* ***IDG World Update*** *indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

RESEARCH ANALYST, STORAGE RESEARCH (IDC)
Responsibilities include inquiry support for disk, tape and optical clients of the IDC Storage Program. Will support research efforts in the storage group by tracking vendor/supplier relationships, pricing trends and key product announcements. Demands a high level of proactive customer service, bachelor's degree, strong interpersonal, writing, and Lotus experience required.

MANAGING EDITOR (CBP)
Responsible for coordinating the creation of an editorial section of at least 100 pages a month, supervising other editors, and working with the production department and art director to get the magazine produced smoothly and on time. Requires an all-around journalist with at least 5 years magazine publishing experience, including a minimum of 2 years as an assistant managing editor or equivalent. Mac-based desktop publishing experience highly desirable. Must possess a broad knowledge of the microcomputer industry.

TECHNICAL EDITOR (CBP)
Responsible for producing as many as 25 product reviews a month using freelance writers. Will assign reviews, solicit and track hardware and software from vendors for reviews, do content editing of freelancers' articles, write new-product shorts, and be generally responsible for product information in the magazine. Will also be a technical advisor for other staff members. Requires a solid, broad background in DOS hardware and software, good organizational skills, and proven ability to work with freelance writers.

MARKETING MANAGER (PCW)
Will develop a marketing communications position that is clearly defined, measurable, and attractive in today's market to our target audiences - customers, prospects, their agencies, and the publishing community through public relations, strategic marketing, strategic research, and forums/summits. Will provide ongoing supervision to support staff. Requires a basic understanding of market research principals and the ability to interpret implications of market research data, 5 years experience producing effective advertising, marketing, and collateral materials, strong organizational ability, ability to manage budget effectively, and 3+ years supervisory experience.

ACCOUNT MANAGER (PUB)
Responsible for pursuing all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. Will service and maintain all advertising after the sale is made. Also responsible for file maintenance, generating call reports, and maintaining credit clearance policies.

MARKETING ASSISTANT (LOTUS)
Reporting to Director of Sales and Marketing, responsible for providing both general administrative office support as well as assistance with a variety of project-related activities involving sales proposals, market research, and marketing communications. Requires strong communications, writing, and analytical skills. Bachelor's degree and PC experience required.

SR. DISTRICT MANAGER (CWPI)
Primarily responsible for ad sales. Requires five years ad sales experience. Must be very familiar with the Bay Area agency community.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Pam Caplin/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: March 4, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Circulation Representative	*News Group*, Boston, MA	C. Pierce	(617)423-9030
IDG	HRIS Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
LOTUS	Marketing Assistant	*LOTUS*, Cambridge, MA	C. Congleton	(617)225-6800
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst - Distribution	Framingham, MA	L. Levitt	(508)935-4230
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Intern (temporary)	Framingham, MA	M. Aliber	(508)935-4254
IDC	Research Associate P/T	Framingham, MA	S. McClure	(508)935-4604
IDC	Research Analyst, Storage Res.	Framingham, MA	C. Delprete	(508)935-4012
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Sr. Analyst, Tape & Optical Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Administrative Assistant	Irvine, CA	D. Bernardi	(508)935-4361
TISC	Marketing Communications Mgr.	Framingham, MA	S. Perry	(508)935-4407
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Receptionist	*Digital News*, Boston, MA	M. Chagnon	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Network Technician	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Administrative Assistant P/T	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Booking/Billing Coordinator	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telemarketing Representative	*PCWorld*, Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PCW	Marketing Manager	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PUB	Account Manager	*Publish*, San Francisco, CA	P. Liu	(415)978-3263
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
CBP	Managing Editor	*CBP*, Peterborough, NH	G. Bond	(603)924-9334
CBP	Technical Editor	*CBP*, Peterborough, NH	G. Bond	(603)924-9334
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700

four major trade shows in Norway.

- Morten Hansen

POLAND

Computerworld launched in October as a 16-page biweekly and grew to 24 pages in January. Poland suffers from an unstable economy as the process of privatization continues, and newsstand sales are difficult at present as the stands are converting to private ownership. Plans are for *Computerworld* to go weekly this fall and a PC monthly to be launched.

- Wieslaw Migut

SPAIN

General-interest and economic daily newspapers are providing more competition in Spain. At the same time, the market is shaking out, with competitor VNU closing three titles there. *PC World Espana* launched a special promotion to extend the term of existing subscribers.

- Paco Zabala

SWEDEN

Having grown to 75 employees and $14-$15 million in sales, Sweden is decentralizing into individual profit centers in order to stay more responsive to customers and to the market. The Swedish market is nervous as Sweden moves away from socialism. The recent Macworld Expo in Stockholm was Europe's biggest Macworld Expo to date.

- Bengt Marnfeldt

SWITZERLAND

The Swiss IT industry reported a bad quarter, but IDG Switzerland is responding aggressively by adding a new salesperson and creating a new classified section. IDG Switzerland is forging new links with IDC, cooperating on briefing sessions, a PC conference and readership surveys.

- Gebhard Osterwalder

TURKEY

In August *Monitor Magazine*, launched in 1989, became *Computerworld/Monitor*. It has a circulation of 8,000, while the nearest competitor has 5,000. The Gulf War has caused a downturn in the Turkish economy, but *PC World Turkey* was launched on schedule in February with an initial run of 15,000.

- Sakir Batumlu

UNITED KINGDOM

Previous cost-cutting has taken a toll, and the organization is being rebuilt with strong recruiting in the editorial and sales operations. All the publications are being redesigned, starting with *PC Business World*, and a general promotion of the IDG name in the U.K. is under way. At a time when competitors are suffering through difficult times, IDG U.K. is aiming to become very aggressive.

- Terry Chellew

Time Out for Tourists

Just before last month's busy series of meetings got under way, Vladimir Tichy (center), managing director of IDG Czechoslovakia, hosted a private sightseeing tour of Prague in a turn-of-the-century antique streetcar.

(L-R) Dick Soule, guest, Eckhard Utpadel, Jolanta Szlot, Kazimierz Szlot, Tichy, Sakir Batumlu, Wieslaw Migut, David Hill, Ruud Bakker, Francois Chaussonniere and Paco Zabala.

CW Invests In Employees With Training Program

When CW Publishing went looking for a cost effective complement to its management training program, it found the answer right in its own backyard. Employees devised a two-day seminar on how *Computerworld* works, taught entirely by the managers within the business unit.

"We wanted an inexpensive, readily accessible complement to the existing human resource training programs," said Executive Editor **Paul Gillin**. "Middle managers tend to be focused on their own jobs and don't always know how other parts of the company operate." He said the intensive, day-long sessions on two consecutive Mondays gave them an inside look at the complexities of other departments and how their contributions relate to overall company goals.

Gillin, Senior Vice-President/CFO **Matt Smith**, and Human Resource Director **Pam Caplin** were the program's primary organizers.

The managers gathered off-site at the IDC Framingham conference room to listen to briefings by *Computerworld* department heads. Gillin said that many of the presentations involved typical situations within a given department. For example, **Kevin Harold**, national director of ROP ad sales, gave the group a sales pitch and Vice President of Classified Advertising **John Corrigan** demonstrated a recuitment ad pitch. **Carol Spach**, director of circulation promotion and **Maureen Burke**, director of circulation fulfillment, showed examples of circulation promotional vehicles and the relative success of different approaches. Editor-in-Chief **Bill Laberis** presented three scenarios of conflict between advertising and editorial and divided the managers into groups to solve the dilemmas.

THE NEWSWEEKLY OF INFORMATION SYSTEMS MANAGEMENT
February 25, 1991 · Vol. XXV · No. 8 · 118 Pages · $2/Copy · $48/Year
COMPUTERWORLD

Other participants included Publisher **Fritz Landmann**, Production Manager **Bev Wolfe**, Quality Assurance Manager **Chris Cuoco**, Typographer **Kim Pennett**, Distribution Manager **Bob Wescott**, Director of Information Systems **Linda Nelson** and the three program organizers.

"The program generated a lot of goodwill," Gillin observed. "The participants felt like top managers were addressing them on a peer level."

Gillin admitted that he was a bit surprised, though very pleased, by the enthusiastic response on the evaluation forms. "People assume they know how the company operates, but in reality you don't realize how little interdepartmental communication there is," he said.

The seminar was definitely a hit with attendees. With the 15 participants rating it an average of 4.5 on a scale of 1 to 5, the session was an overwhelming success.

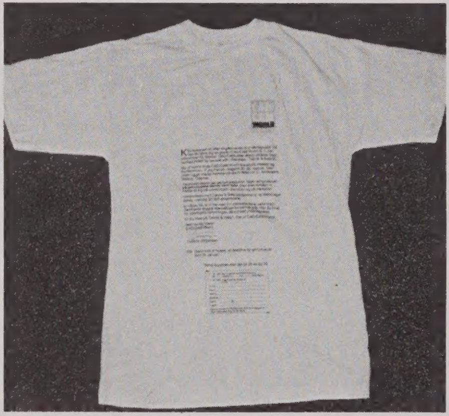
Plans are being made to repeat the program for another group later in the year.

T-shirt Promo Covers IDG Denmark Clients

Capturing the attention of prospective advertisers is a challenge the world over. More than a few sales reps will agree with **Jens Damm**, editor of *Computerworld Denmark*, who observed that "traditional letters to advertisers run a great risk of not being read or not being found among a pile of papers and ending up in the trash."

So, to stand out from the other companies courting advertisers for the big "Teknik & Data" computer fair in February, IDG Denmark's *CAD/CAM World* tried a new approach: a personalized T-shirt printed with a letter from sales assistant **Tommy Jorgensen** inviting advertisers to be part of the publication's show issue. For their convenience, a response card was also printed right on the shirt.

It worked! So many advertisers replied that the show issue was the largest ever—60 pages.



This *CAD/CAM World* T-shirt awaits its human billboard.

Three hundred advertisers, both current customers and prospective clients, received T-shirts. Damm said it was more time-consuming than expensive to personalize each shirt, since the names of recipients were handwritten.

While advertisers were invited to cut out the response card and send it in, those who replied chose instead to contact the office by phone or fax. As Damm observed, "Who wants to destroy a T-shirt you got for free?"

Everybody was a winner in this ad campaign. Advertisers got a new addition to their wardrobe and the satisfaction of having their ad appear in 20,000 issues distributed at the fair and area hotels. IDG Denmark captured some new clients and additional revenue, not to mention "several hundred jogging, tennis or football-playing advertisements," as customers show off their shirts on the playing field.

Noteworthy!

NEW APPOINTMENTS:

Sanders Corbit has accepted the position of national vendor accounts sales manager at Technology Investment Strategies Corp.

• • • •

Another new TISC employee, **Dennis Coraccio**, has signed on as regional sales manager for West Coast sales. He was previously OEM sales manager at Spinnaker Software, where he sold OEM software to PC manufacturers nationwide. Coraccio has a marketing degree from Northeastern University and likes sports and music. One Saturday a month, Coraccio indulges his musical interests by playing the piano professionally.

• • • •

Kerrie Gale joins *Macworld Australia* as editorial manager. She will be responsible for managing the editorial department and providing support to editors. Formerly a media secretary at McCann-Erickson Advertising . Gale has many interests, including skiing, sailing, reading, tennis, dancing and camping.

• • • •

John Sizing, newly appointed art director for *InCider* and *PC Games*, joins IDG/C Peterborough from *Inc.* magazine. He will be responsible for the overall approach and execution of the design for both publications. Sizing received a B.F.A. from Boston University and lists basketball, golf, hiking and playing with his golden retriever among his many interests.

• • • •

Suzy Thomas-Klein has joined *Computerworld*'s Washington, D.C. editorial bureau to provide clerical assistance to bureau chief Mitch Betts and *Network World* D.C. bureau chief Anita Taff. Previously employed by a small graphic arts firm, Thomas-Klein lives in Washington with her daughter.

Exchange Update

Employees have responded enthusiastically to the IDG Exchange Program, a leisure travel program that matches IDG employees and their families with international colleagues willing to serve as hosts.

During the next week, employees who have already sent in a form will receive a letter asking them to confirm their interest and make any changes in the application. By the end of March, a master list of would-be hosts and visitors will be distributed to participants.

Employees can sign up for the program at any time. Just complete the form on page 3 or call (617) 423-9030, fax (617) 423-0712, and ask for an application.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Tom Monahan - CW Publishing

ELEVEN YEARS
Darlene Sweeney - IDGC/P

NINE YEARS
Joan Pinsky - *Network World*

EIGHT YEARS
Lucy Sheehan - IDG

SEVEN YEARS
Susanne Schulze - IDG Germany

FIVE YEARS
Dale Strang - IDGC/P
Johanna Demmel - IDG Austria
Pia Lundkvist - IDG Denmark

FOUR YEARS
Jane Lagas - *Macworld*
James Daly - CW Publishing
Jürgen Reischl - IDG Germany

THREE YEARS
Laura Johnson - IDGC/P
Eve Lieberman - IDG MIS
Omar Vazquez - IDG Venezuela
Barton Crockett - *Network World*
Miklos Cocron - IDG Germany

TWO YEARS
Diane Phillips - IDGC/P
Ursula Forster - IDG Austria
Edith Kapla - IDG Austria
Carol Hildebrand - CW Publishing
Carol Gockenbach - *CIO*
Evilee Thibeault - *Network World*
Martin Fälström - IDG Sweden
Per Landin - IDG Sweden
Eva Westberg-Gren - IDG Sweden
Ursula Istravinos - IDG Germany
Antoinette Kerecsenyi - IDG Germany
Gisela Stächelin - IDG Germany

ONE YEAR
Scott Danish - *PC World*
Maura Harrington - CW Publishing
Carsten Levin - IDG Denmark
Kirsten Bæk - IDG Denmark
Marie Larsson - IDG Sweden
Thomas Wilms - IDG Germany

Do-ers profile

Linda Fielding

PROFESSION: MIS Manager, IDC U.K.

HOME: Vauxhall, in the center of London

WHAT'S MOST CHALLENGING ABOUT YOUR JOB? Encouraging teamwork, keeping clients happy and encouraging individual co-workers.

LATEST ACCOMPLISHMENT: Organized an international MIS meeting [in Paris for IDC inquiry handlers from the U.K., France, Scandanavia and Italy] on February 8, despite the fact that Europe had its worst snowstorm in four years. It was touch and go for some of us, but we all made it.

LAST CELEBRITY YOU'D MOST LIKE TO MEET? Jonathan Miller, a theater and opera director.

IS THERE SOMETHING YOU DO BUT WISH YOU DIDN'T? Try to fit too much into every day!

ROLE MODEL: My grandfather, who was a trade union leader and involved with training apprentices as plasterers.

IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO? Complete a Ph.D. in Celtic studies, then lecture.

MANAGER'S PROFILE: "Professional, organized and effective. Her interest in her job shines through, and she elicits many appreciative comments from clients."

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
David Bromley
Sharon Baker

EDITORIAL ASSISTANT
Maureen Page

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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IDG Research Services Surveys the Prospects for a New Launch

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IDG Czechoslovakia Grows Along with its New Publications

- PAGE 5

Macworld Expo/Tokyo Attendees Sneak a Peek at *Macworld Japan*

- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 10 MARCH 11, 1991

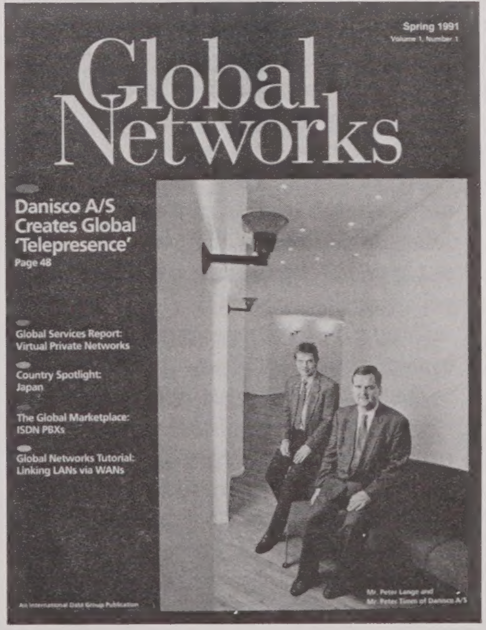
launch

\'lonch, 'länch\ v 1 a: to throw forward: HURL b: to release, catapult, or send off (a self-propelled object) <~a rocket> C (1): to originate or set in motion : INITIATE (2) : to get off to a good start.

Special Issue: Launch of a New Publication

IDG has come a long way since the launch of its first publication, Computerworld, *in 1967. Soon, the number of publications in the IDG fold will hit 150. This special issue of* IDG World Update *takes a behind-the-scene look at the launch of new publications: a review of some recent launches, how they're initiated and the challenges involved in getting them off the ground and into the hands of eager readers.*

Global Networks Premieres at CeBIT


Spring 1991
Volume 1, Number 1
Global Networks
Danisco A/S Creates Global 'Telepresence'
Page 48
Global Services Report: Virtual Private Networks
Country Spotlight: Japan
The Global Marketplace: ISDN PBXs
Global Networks Tutorial: Linking LANs via WANs
Mr. Peter Lange and Mr. Peter Timm of Danisco A/S
An International Data Group Publication

IDG's tally of IT publications rose to 148 with this week's launch of *Global Networks*, an independent publication of Network World, Inc. Its target audience is executives who manage global data, voice and video computer and communications networks.

The publication makes its official debut at the Hannover Fair CeBIT in Germany March 13-20. Managing Director **Steve Moore** and Director of Marketing and Sales **Bill Perry** will be on hand to distribute issues and make editorial and advertising contacts. The premiere issue of *Global Networks* will be mailed to 20,000 global network managers later this month.

Global Networks stands as IDG's first effort to serve a global readership through one publication. Moore said that the greatest challenge surrounding the launch was to ensure that all three primary aspects of the publication—circulation, advertising and editorial—are truly worldwide in scope.

"The magazine will serve global network managers at all of the world's largest corporations, including those in the Pacific Rim, Europe, North America and the rest of the world," Moore said. "We want *Global Networks* to be the one place they can turn to for all the information they require to make worldwide network decisions."

Each issue will contain a geographically balanced, user-oriented perspective on managerial, regulatory and technological issues. The Spring 1991 issue includes articles written by contributors from Japan, Denmark, Belguim, the U.K. and the U.S. The "Country Spotlight" section, for example, fea-

- SEE PAGE 2

Global Networks

- FROM PAGE 1

tures an article about the networking environment in Japan. **Mads Christensen,** editor of IDG Denmark's *Communications World* and *Unix World*, wrote the "In Person" feature based on an interview with global network managers from Danisco A/S, a Denmark-based food industry group whose 100 member companies are linked via a worldwide network. There's also the *Global Networks* Buyer's Guide section and a tutorial on strategies for linking local area networks via wide area networks.

> **We want *Global Networks* to be the one place they can turn to for all the information they require to make worldwide network decisions.**
>
> **- Steve Moore**

At a time when budget-conscious advertisers demand results without waste, *Global Networks* is being embraced as a highly efficient global advertising medium. The initial 100-page folio includes 20 advertising pages from companies around the world.

At the core of the custom-developed circulation list is the names of the global network managers at the world's largest companies, as ranked in the *Business Week* Global 1000 list. Distribution is 35% in North America, 33% in the Pacific Rim, 28% in Europe and 4% throughout the rest of the world.

While the first issue is complimentary, Moore expects that circulation will quickly convert to paid during the next few months.

Global Networks will be published quarterly in 1991, after which it will appear monthly beginning in January 1992.

IDG Research Surveys the Climate for Proposed Launches

Before making the decision to launch a new publication, one critical question must be answered: is there an unmet need in the market?

IDG Research Services stands ready to conduct the primary research necessary to test the hypotheses that spawn new products. While the staff's specialty is publishing-related research, the central services group may be retained by any IDG business unit to conduct a broad array of research activities.

President **Kathy Dinneen** defines primary research as a study to get information directly from the people who are the potential readers and advertisers. To explore the viability of a proposed publication, the first step is to test the general concept of the idea through focus groups, then use the qualitative data from the panels to construct an in-depth telephone questionnaire about specifics such as editorial content and frequency.

Between two and four focus groups in different regions of the country are conducted by outside companies, but representatives from IDG Research and the prospective publication sit in on the sessions. The sessions are always videotaped. Dinneen said it's useful for editors and others involved in the project to observe the focus groups first-hand so they can talk to the moderator during the breaks and suggest new ideas for discussion.

Ann MacKay, the research manager at *Network World*, coordinated the preliminary research for *Global Networks* under Dinneen's direction. "It's very important not to go into focus groups with a preconceived notion," she said.

"You may think you know the market, but you really don't know it until you talk to the readers," Dinneen said.

For example, *Global Network*'s Managing Director **Steve Moore** originally envisioned the publication as a newsletter that would be distributed to readers by fax to ensure prompt delivery of timely information. However, Moore was cautioned against proposing something as specific as format to the focus group. The recommended method is to ask the group what they prefer without influencing their opinions ahead of time.

As it turned out, the groups gave an almost unanimous thumbs-down to the fax idea and instead strongly favored a glossy magazine format.

Dinneen said that while the focus group provides valuable information, publications should not be launched based on the opinions of such a small group. For *Global Networks*, IDG Research developed a detailed questionnaire and retained an outside firm to conduct a telephone interview with 200 *Network World* readers who had identical profiles as those in the focus panels—managers who have purchase responsibility for at least one network hub outside the U.S. In addition, Moore attended trade shows and talked to scores of network managers to explore the interest for a new publication.

TOUGH TIMES, TIGHT MONEY

Dinneen said she's observed that for at least the past five years, it's grown increasingly difficult to launch new publications in the IT market. "There are lots of players, and a lot of money is needed" to start up a new publication, she said.

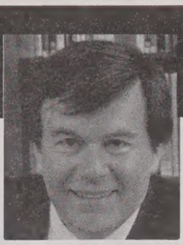
MacKay concurred, stressing the importance of research in lean times. "As funds have gotten tighter, people have had to demonstrate, in quantifiable terms, if their idea is a viable option," she said.

Happily for *Global Networks*, it appears that the groundwork has paved the way for a successful launch. MacKay said that two elements of the research are particularly significant. More than 90% of survey respondents expressed interest in *Global Networks*, and more than 80% said they would be willing to pay for it.

In setting out to answer one critical question, IDG Research unearthed some promising news for one of IDG's newest publications.

On line

ASK PAT



Q Many people are concerned about IDG's position in the publishing industry in a "down" market. How do you think IDG will weather the recession?

A IDG is in a much better position than its competitors to "weather the recession." Our balance sheet is extremely strong, we have no bank debt, and over $70 million in cash resources. In a recession, customers need to target their advertising messages to people who have immediate buying power.

Therefore, because IDG's publications and expositions are targeted at such people, they are much more appropriate now to computer marketers than the general business and consumer publications and general expositions. Also, during a recession the computer industry needs to have a more precise marketing plan, so the need for IDG's market research services also increases.

Q Can you give examples of your activities during a "typical" day at the office and a "typical" day on the road?

A No single day is truly "typical." But, when I'm at IDG Headquarters, I usually start the day with a breakfast meeting with an IDG customer or prospect, or computer business or government leader. Then, the first few hours in the office are taken up by responding to overnight faxes, emails, and incoming mail. I then return telephone calls. Then I'll have meetings about new IDG activities, review plans for proposed new business units, or analyze market trends. A couple of meetings will be held during the day with international visitors, IDG business heads, or computer industry leaders. Then, I review IDG publications that have arrived that day, react to the afternoon faxes and emails, go for an exercise break at the health club, and have dinner with a customer, a press contact, or business visitor.

A "typical" day on the road would be a breakfast meeting with the business unit manager in the country I'm visiting. I then visit the IDG office to say hello to the staff and review operations and give a talk about IDG's goals, objectives and plans. Then I have lunch with key customers, followed by afternoon press interviews about IDG's plans in that country and overall worldwide activities. In the evening, I have another dinner with key customers and prospects of the local business unit, along with the managers of that unit.

Q During your career, have you had an industry role model or mentor? If so, what particular philosophy of theirs inspired you?

A Two come to mind. I have long admired Benjamin Franklin, who in the eighteenth century combined an enthusiasm for science and technology, and education with a publishing career. I also admire Thomas Watson, Sr., (creator of what we know today as IBM), for his vision of a global technology industry, for his emphasis on customer service, and for his principle of respect for the dignity of each individual.

Q Do you think database marketing and other forms of direct marketing are gaining a greater share of the overall sales dollar for IT products? If so, are they gaining at the expense of advertising?

A Under ideal conditions, each buyer of IT products would receive exactly the product information and application know-how that suits that individual's needs. Information technology is increasingly making this possible through custom electronic publishing, database marketing, computerized inserting techniques, etc. These targeted forms of marketing communications will increase the advertising expenditure to sales ratio, so it is a positive trend for IDG.

Q The awards event at the annual International Manager's Meeting is always memorable for your portrayal of a noteworthy character. How do you think up the themes for these events?

A Generally, the theme reflects the location of the event, i.e. a dogsled driver in Alaska, a native chieftain in Hawaii, a Kaiser in Austria, etc. The theme is kept a secret until the night of the event, and I always retain the freedom to pull a surprise.

Q Is IDG going to increase its drive into the consumer electronics publishing field?

A IDG's market research studies make it clear that the market for information technology products among consumers will continue to increase in the 1990s. Therefore, IDG's new activities will reflect these trends. The timing will be based on when the needs of the computer industry for advertising, expositions and market research to consumer buyers of computer products justifies the launch of these services.

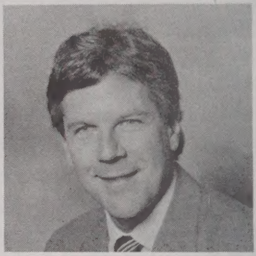
■ ■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

When Opportunity Knocks, Synergy is the Key

Steve Moore

Synergy among IDG companies figures prominently in the launch of many new publications. In the case of Global Networks, *Managing Director* ***Steve Moore*** *was quick to point out a few of the contributions made by various business units.*



Bill Perry

CORPORATE

The IDG Executive Committee provided a research grant to study the need for a publication targeted to global networks managers. When Moore and *Network World* President **Gary Beach** distributed a packet of information about *Global Networks* to publishing presidents worldwide, IDG President **Walter Boyd** attached a cover letter of support for the new publication.

NETWORK WORLD

Virtually everyone at *Network World* has been involved in *GN*. Among the helping hands are Art Director **Dianne Barrett**, Senior Editor **Barton Crockett**, Associate Editor **Joanne Cummings**, Production Director **Ann Finn**, Systems Support Manager **Jeff Pennett**, Circulation Director **Richard Priante**, Marketing Manager **Evilee Thibeault** and Manager of Advertising and Sales Operations **Pam Valentinas.**

INTERNATIONAL PUBLISHING OFFICES

On the editorial side, IDG Denmark editor **Mads Christensen** responded to Moore's effort to enlist non-U.S. authors. Christensen learned about *GN* through Boyd's cover letter inviting people "to be part of the action," liked the idea of cooperation between IDG companies and volunteered for an assignment.

GN has also offered to share its growing stable of expert editorial contacts— including free-lance authors and user, vendor and consultant sources—with publishing offices that need to reach experts about particular aspects of international networking.

On the circulation side, many IDG offices contributed names of prospective subscribers. The staff at IDG Japan also recommended consultancies in Japan and Hong Kong that conducted telephone surveys in Japanese to develop a list of network managers at large Pacific Rim companies.

IDG NEWS SERVICE

All articles contained in each issue of *Global Networks* will be available to other IDG offices through the news service.

LATCOM

Latcom, a Florida-based company partially owned by IDG, was instrumental in providing data on key user companies in Latin America to build the circulation file. In addition, Moore has been invited to chair a panel at a Latcom conference in April.

INSTALLED TECHNOLOGY INTERNATIONAL

ITI analyzed a portion of its international database to help target and size the initial circulation list in Europe.

COMPUTERWORLD

Bob Wescott, distribution manager for CW Publishing, did research on the most cost-effective distribution methods for *Global Networks* and came up with a three-part plan. About 75% of the work handled by Wescott's traffic department is for *Computerworld*, but the staff also handles various facets of distribution for *Network World*, *Digital NEWS* and *Federal Computer Week.*

INTERNATIONAL MARKETING SERVICES

GN's Director of Marketing and Sales, **Bill Perry**, visited IMS directors and Oliver Smith & Partners in London to educate them about *GN* so that they could make the pitch to their local clients. Despite the challenge of trying to sell without the actual product in hand, Perry is very pleased with the impact *GN* has had so far on advertisers. IMS reported that several clients deferred advertising until they could develop new ads to better target a global audience. However, Perry was still encouraged by their interest, noting that the willingness to spend extra money indicates a commitment to a global strategy.

Global Networks also offered clients of non-U.S. publications a discount for placing ads in both *GN* and one or more local IDG publications.

INTERNATIONAL DATA CORP.

Kim Myhre, senior vice president of worldwide consulting, offered the names of vendor contacts and a listing of all IDC country reports for background information and editorial ideas.

WORLD EXPO CORP.

WEC staff helped identify key international trade shows to which issues should shipped. Moore also chaired a user panel on global network management at Communications Networks '91 in Washington, D.C., and will be speaking at CN '91/West in July.

Human Resources News

NEW POSITIONS THIS WEEK   March 11, 1991

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

GRAPHICS SPECIALIST (CWPI)
Will create four color Macintosh illustrations and informational graphics on weekly deadlines and coordinate concepts with members of the news and features staff. Requires an Art degree or design major with experience in color illustration. Must be proficient in Cricket Graph, Illustrator and/or Freehand.

ACCOUNTS PAYABLE DATA ENTRY P/T (IDG)
Requires several years of data input experience of accounts payable vouchers and check processing. Input accuracy, completion within weekly processing deadlines, and ability to work with department personnel are key elements.

SUMMER INTERN (IDG)
Opening in the IDG Accounting department for summer intern to re-box accounting items at warehouse. Must have a concept of accounting, trial balances, accounting report and general ledgers. Must be able to lift 50 pounds.

HUMAN RESOURCES ASSISTANT (PCW)
Will assist the Human Resources Director in the operation and maintenance of the payroll, benefits administration, HRIS, and recordkeeping functions and provide administrative support to the department. Requires secretarial or general office experience, personable phone manner, and a knowledge of personal computers.

ACCOUNT MANAGER (MAC)
Will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. Will service and maintain all advertising after the sale is made. Also responsible for file maintenance, generating call reports, and maintaining credit clearance policies. Requires excellent verbal/written communication skills, and Macintosh expertise.

ADMINISTRATIVE ASSISTANT (MAC)
Will support the Sales Account Manager in all administrative facets of advertising sales, to include customer service, clerical and general support as needed. Must have Macintosh expertise.

ASSOCIATE EDITOR (MAC)
Will write and edit feature articles, maintain industry contacts and attend industry events. Requires minimum of 3 years editing experience, feature writing experience with computer press, Macintosh product knowledge, technical understanding of computers, and a familiarity with computer industry. Must possess good management skills.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: March 11, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Summer Intern	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
LOTUS	Marketing Assistant	*LOTUS*, Cambridge, MA	C. Congleton	(617)225-6800
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst, Data Comm.	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Associate P/T	Framingham, MA	S. McClure	(508)935-4604
IDC	Research Analyst, Storage Res.	Framingham, MA	C. Delprete	(508)935-4012
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Sr. Analyst, Tape & Optical Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Administrative Assistant	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Research Intern (temporary)	Framingham, MA	A. Boyd	(508)935-4214
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
DNP	Programmer	*Digital News,* Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News,* Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Network Technician	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Networking Reviews Editor	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Administrative Assistant P/T	*PCWorld,* San Francisco, CA	K. Milan	(415)978-3303
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	H. Martin	(415)978-3302
PCW	Associate Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Art Director	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telemarketing Representative	*PCWorld,* Rochelle Park, NJ	J. Edman	(201)587-0090
PCW	Special Asst. to the Publisher	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Marketing Manager	*PCWorld,* San Francisco, CA	J. McSherry	(415)978-3180
PCW	Human Resources Assistant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
MAC	Assistant Editor - Reviews	*MacWorld,* San Francisco, CA	C. Person	(415)978-3345
MAC	Account Manager	*MacWorld,* San Francisco, CA	W. Peck	(415)978-3166
MAC	Administrative Assistant	*MacWorld,* San Francisco, CA	W. Peck	(415)978-3166
MAC	Associate Editor	*MacWorld,* San Francisco, CA	S. Stefanac	(415)978-3314
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

IDG Czechoslovakia: Challenge of Open Markets

Companies in the former Eastern bloc may be facing a myriad of problems, but at IDG Czechoslovakia the biggest problem is keeping up with their success.

Launched as a biweekly with 16 pages last fall, *Computerworld Czechoslovakia* entered the new year as a weekly boasting 24 pages. Editor-in-Chief **Vitezslav Jelinek** predicts that *Computerworld* will hit 64 pages a week by year's end.

Close on the heels of *CW* came *PC World Czechoslovakia*, which was launched in January with a circulation of 30,000. Now the IDG operation in Prague is outgrowing its office space and planning a move to new quarters.

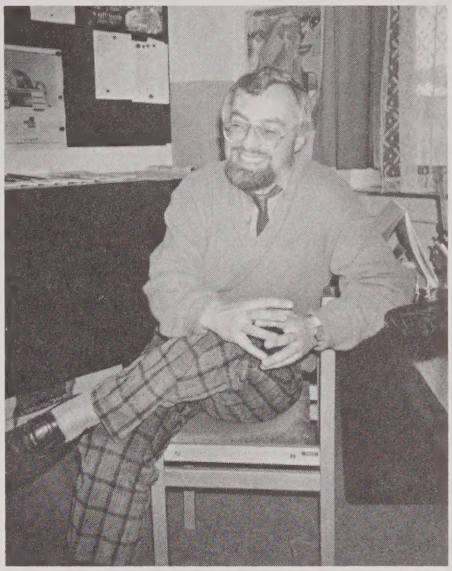
The editors of *CW Czechoslovakia*, in constant touch with their readers, determine the proper ratio of editorial to advertising pages in their publication. They have established a policy that allows only one-third of the paper to be advertising. "In the last 24-page issue we had 11 pages of ads," Jelinek said. "That was too many."

The solution is not to refuse ads but to increase the size of each issue. This month *CW* jumps to 32 pages in response to the high demand.

IDG Czechoslovakia's greatest challenge now is to find qualified additional staff members as the organization grows. Many people have computer experience, but with newfound economic freedom, many are starting their own companies. "They think that if they are good programmers they are also good businessmen," Jelinek explained. "We will see."

The problems of converting Czechoslovakia to a demand economy are presenting many challenges to the IDG staff. From the start *PC World* has faced a unique situation at the Czech newsstands, according to Managing Director **Vladimir Tichy**.

The entire system of newsstands is being privatized in Czechoslovakia, and operators of the newsstands are being given the opportunity to purchase their stands. Because the cost of the newsstands will be based in part on the value of inventory, newsstand operators are selling out all the magazines and not buying new issues until after the sales. In the short-term, *PC World* is looking for alternative distribution methods, Tichy explained.


Vitezslav Jelinek

One extremely successful promotion run by *Computerworld Czechoslovakia* involved publishing a quiz whose answers could be found in previous issues. Four thousand entries flooded in as eager contestants vied for computers, laser printers and other prizes donated by other companies. Sixty percent of those entered reportedly had the correct answers.

IDG Netherlands Takes on New Books and Looks

IDG's quest to grow even bigger and better does not solely encompass new launches. On occasion, a business unit will choose to refocus an existing publication or acquire new products to round out its repertoire.

WEEKBLAD VOOR BESLISSERS OVER AUTOMATISERING
Nr. 3, Jaargang 8, 16 januari 1991
COMPUTERWORLD
NEDERLAND

IDG Netherlands recently chose this alternative route. Since assuming his duties as general manager late last year, **Ruud Bakker** has overseen the redesign of *Computerworld Nederland* and the relaunch of *PC World Benelux* and completed the acquisition of a small publishing company and its three publications.

From the outset of planning *Computerworld*'s redesign, Bakker knew that only the best would do and he recruited one of Holland's leading art directors to handle the project. He explained that they wanted *Computerworld* to resemble its sister publication in the U.S. but adaptated to the Dutch market. Readers and advertisers have been very receptive to the new look, which premiered on January 16.

PC World Benelux will be relaunched this month with a new format and a new look. With its revamped executive-style editorial and sales departments *PC World Benelux* will continue to service its existing readership, but will also aim to reach new target groups with a central focus on the decision makers in volume buying. Circulation will include subscribers, newsstand, qualified/controlled circulation and paid subscribers.

ACQUISITIONS

Following three months of negotiations, Bakker signed the final papers last month to acquire three magazines: *LAN Magazine*, *Macintosh Magazine* and *PC Thuis* ("PC Home").

-SEE PAGE 7

IDG Japan Offers a Sneak Preview of *Macworld Japan*

IDG staged two successful firsts in Tokyo on February 14: *Macworld* magazine debuted a Japanese edition, and the first Asia/Pacific Macworld Expo was launched.

In February, IDG Japan published a special 56-page preview issue for the Tokyo Macworld Expo. Because the decision to publish the special issue was made in late November, the staff only had four weeks to assemble the issue. President and Publisher **David Ushijima** and his assistant **Izumi Okamoto** handled all of the publication details. They worked with an outside designer and editorial company to translate and edit articles from the U.S. *Macworld*. **Kazuhiko Kajihara** of *Computerworld Japan* lent a hand and proofed the final copy.

SPECIAL PREVIEW ISSUE
MACWORLD
JAPAN
The Macintosh Magazine February 1991
特集
カラーグラフィクス
プロ仕様のフルカラーソフト
PHOTOSHOP vs COLORSTUDIO
画像データ圧縮

Macworld Expo visitors snapped up 25,000 copies of the first issue

HELPING HANDS

According to Ushijima, two of *Computerworld*'s ad sales staff, **Junichi Sasaki** and **Yukiko Hosoya**, did a fantastic job of selling ad pages as well as coordinating ad sales for the show directory. All their work took place during the Christmas and New Year's season, the busiest season of the year.

Takehito Sakurai, circulation manager for *Computerworld*, offered his invaluable device to help Ushijima set up a subscription promotion at the show. "We gave away custom-designed Macworld Tokyo Expo stacks as a premium to readers who subscribed," Ushijima said.

Although some of the art for the preview issue was downloaded by modem from *Macworld*'s San Francisco file server, the U.S. staff, particularly Assistant Managing Editor **Luis Camus**, Senior Assoicate Editor **Suzanne Stefanac**, Art Director **Joanne Hoffman**, Assistant Art Director **Kent Tayanaka** and Editorial Manager **Jane Lagas**, were instrumental in getting original materials shipped to Japan.

The preview issue was designed to give Japanese Macintosh users a feel for *Macworld*'s content and style. Although many Japanese Macintosh users were already familiar with the *Macworld* name, the special issue was for a great number, the first opportunity to actually read the publication and see what it is all about.

The response at the Expo was tremendous. "We gave away more than 25,000 copies of the magazine at our booth, and we had an excellent response to our subscription promotion," Ushijima reported. "Most importantly, we received many inquiries and great interest in our monthly launch, which will be in the May-June timeframe."

Distribution for the May-June issue will be both on newsstands and by subscription. Editorial content for the preview issue was drawn mostly from the U.S. *Macworld*, but by late 1991 as much as 50% should be written locally in Tokyo, with the Japanese staff filing reports through the News Service to support other IDG *Macworld* magazines around the world. *Macworld Japan* will move into an office in the same building as IDG Communications Japan, in the coming weeks.

Jim Povec, president of IDG Japan, rated the preview issue's 21 ad pages and 56 total pages a very respectable launch in any market.

Launch Criteria

IDG President Walter Boyd reviews the general criteria for launching a new publication.

All of our worldwide presidents are always on the lookout for new opportunities. When they see an opportunity, we ask that they do the appropriate research (funds for which are available from headquarters on a 24-hour turnaround basis), prepare a full business plan (provided that the research shows it to be a good idea) and submit that plan to the Executive Committee for consideration.

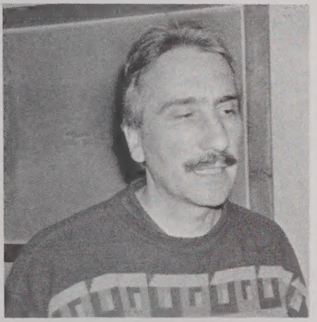
The committee looks at important considerations such as the potential for the publication to become exportable (thereby producing a global product), for it to have the capability of becoming No. 1 in the market and for it to have a reasonable payback period.

A proposal for a one-year research grant should be addressed to Marion Kibbee at IDG headquarters. The materials submitted should contain a complete product/service description, the sender's commentary on the market for such a product and view of who the potential audience is and ideas on how to reach that audience.

A Look Back at the Launch of *Macworld Schweiz*

Gebhard Osterwalder, general manager of IDG Switzerland, offered this first-person account of last year's launch of Macworld Schweiz.

The idea for *Macworld Schweiz* began in September 1988 when **Pat McGovern** and I visited the Apple booth at the Swissdata Show in Basel. I found that the Swiss Macintosh market was growing by 50% each year and that the market, both in terms of readers and advertisers, would be big enough in 1990-91 to launch a special Mac publication.



Gebhard Osterwalder

I am a strong believer in good planning but even more important are the people who make the plans work.

I knew that the best editor for *Macworld Schweiz* would be **Roger Bataillard**, who at that time was working at *Orgamatik*, the leading Swiss PC publication. I got in touch with him, but it took one year to persuade him to leave *Orgamatik.*

I also believe strongly in teamwork. This means that Roger and I worked out the Five-Year Business Plan in terms of product quality, reader market, advertising market, competition, employees, schedule and, of course, all the figures for revenues and expenses. Before long, the plan had 50 pages! Before submitting the project to the IDG Executive Committee, however, we made an internal presentation, because we wanted the existing team to agree to the launch of *Macworld.*

PRODUCT AS HERO

To me, the product is the hero. You need product-oriented marketing with product champions, flat decentralized organization and good support in terms of an efficient computerized background and financial administration.

This means that, with the exception of the circulation and financial managers, the existing *Computerworld Schweiz* team was not very much involved in the launch of *Macworld.* I asked Roger to build his own small editorial and sales team.

Certainly, the success of the publication also depends on the reader. A successful publication needs not only independent critical editors but also an aggressive circulation effort. I do care a lot about circulation and I do invest a lot of money in circulation promotion.

Targeting a whole new group of readers was and still is one of our major challenges. That's why we organized our publishing schedule so that the pilot issue of *Macworld Schweiz* premiered during the Apple Expo in May 1990. We reached 10,000 potential *Macworld* subscribers and buyers. I spent a lot of time at the *Macworld* booth talking to readers to discover what they liked about the publication and what they thought needed to be changed.

DIFFERENT APPROACHES

There should not be just one single approach to circulation promotion. Many different steps should be taken. For *Macworld* we use show promotions, special mailings to clients of Apple dealers, inserts, and mailings to well-defined target groups. *Macworld* sells fairly well on the newsstands, in bookstores and also at dealer shops.

We're still working on a card-in-the-box promotion, which I think would be very efficient, but the Swiss Apple distributor doesn't want to—yet.

Due to the outstanding effort of our team, *Macworld Schweiz* has rapidly become the authority in the market, leaving its competitor far behind both in terms of circulation and ad pages.

IDG Netherlands

-FROM PAGE 5

Out of the three new publications, Bakker is clearly most excited about *PC Thuis*, which he calls "one of the most innovative and intriguing pubs to hit the worldwide market."

PC Thuis was launched in September 1990 and has already reported a paid circulation of 17,000. Bakker noted that this is an impressive figure and one of the the biggest success stories ever for a PC magazine in the Dutch market. Also unique to the Dutch market is *PC Thuis*' target audience: the serious home user.

LAN Magazine will retain its name for now, but will possibly become a *LAN World* or *Network World* in future months. Plans are under way to relaunch the Macintosh magazine as *Macworld Netherlands* during Macworld Expo/ Amsterdam in May.

Bakker noted that it is difficult to bring a new concept and new portfolio of publications into the market. However, he says that with the acquisition of these three magazines, IDG Netherlands will be giving rival publisher VNU some heavy competition for the No. 1 slot. "VNU has always cornered the market in PCs and telecommunications," Bakker said, "For the first time in 10 years there is an alternative, and it is being offered through IDG."

Bakker admitted that economically it is a hard time to be relaunching and acquiring publications, but he believes that the committment and talent of the IDG Netherlands team will provide a sure formula for success.

Not only is IDG Netherlands setting out to develop a portfolio of highly focused publications, but it's also busy launching a modest corporate campaign.

For one component, the direct mailing strategy, Bakker has worked with the editorial and sales forces to produce a marketing newsletter that provides information and figures to attract advertisers to the publications.

Off line

Congratulations to all of our enthusiastic cartoon contest contributors. Winner John Sieling will receive an official "Off line" T-Shirt, and the honorable mention winners below will receive IDG World Update painter's caps. Remember to watch for next week's "Off line" cartoon.

"'Reformat all the floppy disks,' the boss said. How was I supposed to know the one inside isn't floppy?"
- **Don Tennant**, *Computerworld Hong Kong*

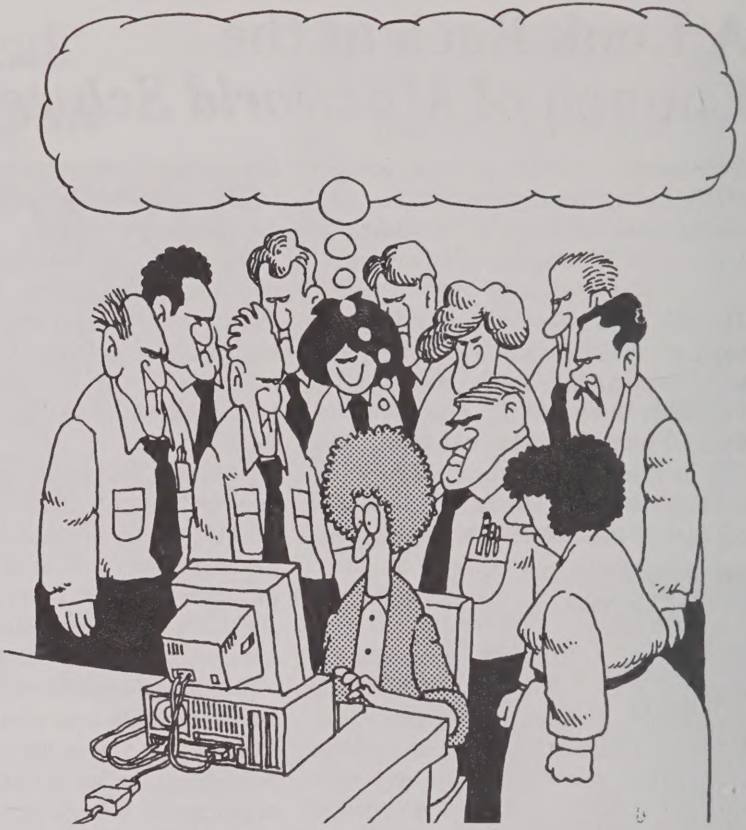
"I thought I erased that letter to Dr. Ruth."
- **Richard Cranford**, Lotus Publishing

"Now I know why they call it shareware!"
- **Ahrvid Engholm**, *Swedish PC World*

"I've heard of unlimited tech support, but this is ridiculous!"
- **Tim Zittle**, InfoWorld Test Center

"I know management monitors email here at Epson, but this is ridiculous!"
- **Greg Cline**, Information Strategies Group

"I don't think these Mac users are getting much out of my Windows demo."
- **Bill Percy**, *Computer Data* and *Direct Access*



"CNN"?

- **John Sieling**, *SunWorld*

"Just what I've been looking for: a job that requires little supervision and doesn't stress me out!"
- **Maureen Sullivan**, CW Publishing

IDG World Update

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MANAGING EDITOR
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NEWS EDITOR
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EDITORIAL DIRECTOR
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CW U.S.S.R. Targets Growing Soviet Market

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Chairman's Report Reveals FY '91 First Quarter Results

- PAGE 4

New *InfoWorld* Supplement Covers Enterprise Computing

- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 11

MARCH 18, 1991

Conlin Named to Head New Marketing Division

IDG has announced the establishment of the Marketing Services Division at IDG Headquarters. The new unit will focus on providing IDG's top customers with an overview of the full range of IDG's capabilities, with the goal of increasing the company's marketshare among those customers.

"Our customers told us they wanted the opportunity to get a broad overview of the range of IDG products so they can get the benefit that derives from concentrating more of their marketing investment on IDG's global resources," said IDG Chairman **Patrick J. McGovern**. "We will be very aggressive in showing customers the breadth of our products and services in the U.S. and around the world."

> **"We will be very aggressive in showing customers the breadth of our products and services."**
>
> **- Pat McGovern**

Kelly Conlin, formerly IDG's director of business development, was named president of the new division, which will be responsible for national account management, marketing communications, market analysis and the existing international marketing services organization.

Kelly Conlin

"Our marketing message will be loud and clear," Conlin said. "We intend to show customers that working with IDG can help their business since we're the only publisher that reaches the diversity of buying influences and reaches those influences globally."

Val Landi, formerly the associate publisher of *Computerworld*, has joined the division as vice president in charge of national accounts. McGovern and other members of the Executive Committee will also handle several accounts personally.

The division will be formally announced in conjunction with the upcoming IDG briefing sessions, a four-city tour in early April for advertising agencies and computer marketing professionals. Most of the session will focus on technology trends, while McGovern's concluding presentation will convey the buying process for computer products and the superiority of IDG's product line in reaching the industry's most influential voices.

Huge Expo Crowd Flocks to Macworld/Tokyo

On the first day of the premiere Macworld Expo/Tokyo, the doors of the Nippon Convention Center opened to a crowd of over 13,000. By the show's end, over 50,000 attendees had visited booths, participated in seminars and viewed, for the first time, an event on so large a scale.

Not only was this the first World Expo event in Japan, but it also served as the launching ground for *Macworld Japan*, which will officially go monthly in May.

- SEE PAGE 2

Impact 2.0
MACWORLD

Pat McGovern presents the preview issue of *Macworld Japan* to Naomi Tomita, president of Ashton-Tate Japan.

Soviets Plan Launch of *CW U.S.S.R.*

The computer market in the Soviet Union is growing rapidly. By the end of this year, there will be an estimated 900,000 computers in the U.S.S.R. compared with a total of about 300,000 computers throughout the country two years ago.

This month, together with its joint venture, Information Computer Enterprise (ICE), IDG keeps pace with the growing Soviet market and brings the first computer newspaper, *Computerworld U.S.S.R.*, to eager Soviet managers and professionals.

This effort commenced in August 1990 when Publisher **Grigori Gromov** visited CW Publishing in Framingham in preparation for the Soviet edition.

MANAGERS TARGETED

"Since 1988, *PC World U.S.S.R.* has been successful at reaching Soviet computer programmers and developers," said ICE Chairman **Boris Antoniuk**. "*Computerworld U.S.S.R.* will be targeted at the growing Soviet population of managers and professionals who are beginning to introduce a broad range of information technology into the business environment."

"To move forward economically, the Soviets require information on how to select and use computer systems, software and networks effectively," stated Chairman **Patrick McGovern**. "IDG's *Computerworld U.S.S.R.* will answer the questions Soviet computer buyers are asking."

Computerworld U.S.S.R. will have an initial circulation of 50,000 and target computer and information systems management professionals. Currently slated as a biweekly, *Computerworld U.S.S.R.* will move to weekly frequency in January 1992.

CW U.S.S.R. will be the sixth publication produced by the Moscow office.

Macworld Expo/Tokyo

-FROM PAGE 1

The show was produced under the direction of World Expo's representative in Japan **Setsuro Tamai**, who was assisted by the Fuji Sankei Communications Group, the leading Japanese television and newspaper publishing corporation.

According to Tamai, "People's expectations were high, and we are pleased to have met and exceeded their expectations with this show. We were able to represent all of the leading Japanese and international Macintosh vendors."

We are pleased to have exceeded people's expectations with this show.
- Setsuro Tamai

The show featured 590 booths, 154 exhibitors, and 2,700 paying conference attendees. The conference meeting rooms were so crowded over the weekend that a number of attendees had to be turned away.

"We're delighted with the tremendous turnout as it confirms our belief that an event dedicated to the specific needs of Mac users in Japan has been long overdue," commented World Expo Corp.'s President and CEO **Cherif Moujabber**.

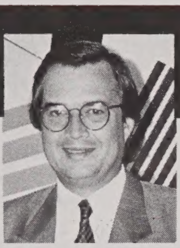
Keynoting the conference program was Apple Computer, Inc.'s President John Sculley. The exhibitor list included Apple Computer of Japan, Canon, Epson, OKI, 3M, Seiko, Sony, Nikon, Nippon Ashton-Tate and Brother Industries.

President of IDG Japan **Jim Povec** said, "These events clearly show IDG's global strength. Our worldwide offices in other countries provide leverage in producing very high quality conferences. In Macintosh, networking and PCs we can and will draw on our IDG strength around the world to fill the conference program with well-known and influential speakers."

Jun-Bin Kim, ad sales director for *Computerworld/Korea* and *PC World*, makes a point during a sales meeting at the Seoul office. The Korean edition of *PC World* was launched in December 1990. The growing, dynamic staff of Hi-Tech Information Inc., IDG's Korean licensee, now numbers 40 people.

On line

ASK AXEL



Q **To what extent are IDC European budgets controlled from corporate headquarters?**

A First of all, the budgets of each country and expertise center in Europe are prepared by local management, including our European President Roberto Masiero, and discussed with headquarters for approval before the beginning of the fiscal year. Once the fiscal year has started, those budgets remain unchanged for the rest of the year. Every month reports are sent by country managers to headquarters for the purpose of reviewing the results. As long as countries are on plan in terms of revenues, bookings, and bottom line, there is no particular involvement from headquarters.

If, however, there are significant variances from plan in any given month, headquarters would discuss with local management the reason for such a variance and what action steps are being made to correct them. For example, if there is a shortfall in revenue, the local manager will prepare and implement action steps to reduce cost while keeping us informed of his or her decisions. It is a good discipline to stay focused and agree upon goals to keep everybody in line with our corporate strategy and operating plans.

Q **Reports are that the 1991 IDC briefing sessions are going very well. Do you agree, and what changes have been implemented for this year's session?**

A It is a little bit early to assess the success of this year's IDC briefing sessions. As of March 13, we have only been in 4 cities out of the scheduled 21. The first sessions we have participated in have been quite good as far as attendance, speakers and questions and answers from the audience. This year, discussions are very critical to the industry and include such topics as the effect of the recession on the industry, end-user spending plans, the future of major technology areas — such as large systems, minicomputers, PCs and workstations, networking and distribution channels in general. It is therefore not surprising that our customers are very interested in attending our briefing sessions.

Among the practical changes made this year is an improved binder for attendees which contains an impressive set of market facts and analysis. The U.S. briefing session will be followed by 10 European briefing sessions and 6 Asia/Pacific briefing sessions. We hope that we will find the same excitement in those regions that we have found in the U.S. this far.

Q **Based on the questions posed in the briefing sessions, what's on people's minds? What are the attendees' major concerns and interests?**

A Predominantly, attendees come from the vendor community. Their major concern today is to understand changes in customer needs and the impact of new technologies on the information technology marketplace. Generally we find that attendees are very interested in getting a reality check from IDC — based on reliable market facts and industry data. Obviously times are tough for certain segments of our industry and people need to understand the cause of their troubles and that an opportunity for the completion of goals exists more than ever.

Q **IDC now has a business office in the Soviet Union. What kinds of research will the staff be doing, and what kind of meaningful, reliable information will they be able to generate?**

A IDC indeed has a new office in the Soviet Union. It is part of ICE, IDG's joint venture. Our staff is composed of four people who have experience and knowledge, especially in the PC field. They will be developing market surveys according to IDC's basic research plan for all our countries and operations worldwide. Part of IDG Moscow's business will be in coordination with the IDC Research Center in Berlin. Together they will produce a continuous information service for Western vendors. IDC Moscow will also produce local research in Russian as well as translations of technology reports produced by IDC in other offices. I expect IDC Moscow to be very successful since there is a significant need for information of the Soviet computer market.

Q **Kirk Campbell was recently promoted to Chief Operating Officer. What are his new responsibilities? Will he be overseeing any areas that you previously covered?**

A Kirk's promotion to COO reflects the increased responsibilities that Kirk has taken on since he joined IDC a year ago. Reporting to Kirk are all U.S. financial and administrative functions, production, support services, sales and marketing. Kirk also oversees all business planning, budgeting and reporting for all operations worldwide. As such, he is the key interface for overseas operations to monitor our results and help make any operational adjustment when needed. Kirk's contribution to IDC has been very significant over the past few months. He has certainly brought very important improvements to the IDC operation that are contributing to our current turnaround in the U.S. and other countries.

■ ■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

CONFIDENTIAL

IDG Chairman's Report

First Quarter Fiscal Year 1991

To Our Shareholders and Employees:

During the first quarter of Fiscal Year 1991, covering the period from October through December 1990, IDG's worldwide consolidated net revenues reached $120 million, a 16% increase compared to the same period last year.

Our pre-tax profit for the first quarter was $9.1 million, an 11% increase over our business plan. The plan included expenses for intensified marketing and sales efforts, so while we were over our plan, the pre-tax was still 14% less than the same period a year ago.

Our after-tax profit was $5 million, also 14% less than the pre-tax profit of the same period a year ago.

Congratulations to the following business units of IDG which increased their profitability during the first quarter of the Fiscal Year 1991 compared to the same period a year ago:

CIO Magazine
Computerworld Norge A/S
CW Communications AB Sweden
CW Communications, S.A., Spain
CW Publikationen Austria
Federal Computer Week
IDC Canada
IDC China
IDC France
IDC Scandinavia
IDC U.K.
IDG Communications Germany
IDG Communications/Japan
IDG Communications/Peterborough
IDG Communications/Taiwan
InfoWorld
Integrated Media, Inc. (Publish)
LINK Resources
Macworld
Network World

We can all take great pride in the excellent accomplishments that IDG companies are making worldwide to increase the quality and usefulness of our products, and enhance the excellence of our services so that our customers receive a high benefit from our activities. This is reflected in the "Best in the Market" scores that we are receiving in our customer and reader evaluation surveys worldwide.

Due to the war in the Gulf and the slowdown in economic growth, Fiscal Year 1991 will be one of special challenges, yet one of opportunity. By paying extra attention to our customer needs and increasing the productivity of our activities, we can increase our market share, maintain an adequate level of profitability and position ourselves to outdistance all of our competitors in the 1990s.

With best regards, I am,

Yours cordially,

Pat McGovern

Patrick J. McGovern
Chairman of the Board

Human Resources News

NEW POSITIONS THIS WEEK March 18, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SECRETARY P/T (IDG Research Services)
Responsibilities will include correspondence, maintaining records, accounting/bookkeeping duties, filing, copying, and other duties as assigned. Must be highly organized, possess experience with personal computers. Knowledge of Microsoft Word, Excel, or Lotus a plus.

SALES MANAGER (IDG List Services)
Responsible for managing 2 salespeople, implementing sales strategies, and sales/account management. Requires 2 years experience in managing sales staff, proven record of increasing sales and sales strategy, 3-5 years sales experience, and good oral and written communication skills.

NATIONAL ACCOUNTS MANAGER (IDG /HQ Marketing Services)
Seasoned Ad Sales veteran to call on selected group of IDG's top clients. Requires experience in strategic salesmanship and ability to effectively represent IDG's worldwide product line.

MARKETING MANAGER (IDG /HQ Marketing Services)
Develop and implement marketing systems and collateral materials to support national account program. Requires extraordinary attention to detail and experience in managing complex marketing programs.

DIRECTOR, MARKETING COMMUNICATIONS (IDG /HQ Marketing Services)
Senior level marketing communications professional capable of managing advertising and public relation agency relationships and developing complete communications strategy. Integrate and manage entire marketing program, including trade advertising, seminars, events, collateral materials, and trade shows. Broad range of experience in marketing-related positions required.

MARKET ANALYST (IDG /HQ Marketing Services)
Conduct IDG analysis of advertising trends and competitive tracking including writing the IDG Competitive Newsletter. Requires excellent analytical and writing skills, self-directed, computer literacy, and broad understanding of advertising and marketing issues.

ASSISTANT TO PRESIDENT (IDG /HQ Marketing Services)
Provide clerical support to the president to include filing, phone screening, word processing, and project management. Requires detail-oriented individual with strong organizational skills, a college education plus 3-5 years experience.

RESOURCE COORDINATOR (IDC)
Assist and support Director of Consulting within Software Research Group and also Manager of IDC's largest custom research project. Requires bachelor's degree, demonstrable administrative skills and the ability to master numerous diverse desktop applications. Must have strong writing, editing and oral communication skills and some knowledge of the computer industry. Prior administrative sales, marketing or survey research experience is a plus.

COPY EDITOR (MAC)
Responsible for reading for style, language, format, accuracy, consistency, grammar, syntax, spelling and punctuation, updating manuscript production checklists, proofing galleys and boards, and handling art requests. Requires 2-3 years copyediting and proofreading experience, thorough knowledge of *The Chicago Manual of Style*, and the ability to work well under pressure and adhere to deadlines.

DISTRICT MANAGER/NORTHWEST (IDG/P)
Responsibilities include selling advertising space for *Sunworld*, maintaining current clients, prospecting and expanding the advertising base, planning and meeting sales goals, and attending national sales meetings and trade shows. Requires 5 years experience selling advertising for computer magazines and sales management experience.

REPORTER (DNP)
Entry level reporter with 2-3 years newspaper writing experience and basic level of computer literacy to cover new products & issues in DEC market.

PRODUCT MARKETING MANAGER (ITI)
Responsibilities include comprehensive knowledge of the product, use of product delivery channels, marketing potential analysis, thorough knowledge of competition, development of competitive strategies, implementation of the development of collateral materials, advertising, public relations and direct marketing campaigns. Will also provide product training, gather continuous marketing research information, establish pricing policies, and improve and create new products.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: March 18, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Associate News Editor	*News Group*, Boston, MA	P. Winn	(617)423-9030
IDG	Administrative Assistant	Boston, MA	S. Perry	(508)935-4407
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Summer Intern	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Secretary P/T	Research Svcs., Framingham, MA	K. Dinneen	(508)879-0700
IDG	Bookkeeper	Framingham, MA	N. Sheehan	(508)935-4598
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
LOTUS	Marketing Assistant	*LOTUS*, Cambridge, MA	C. Congleton	(617)225-6800
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Research Analyst, Storage Res.	Framingham, MA	C. Delprete	(508)935-4012
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Sr. Analyst, Tape & Optical Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Administrative Assistant/Sales	Irvine, CA	S. Auerbach	(714)250-1305
IDC	Research Intern (temporary)	Framingham, MA	A. Boyd	(508)935-4214
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Resource Coordinator	Framingham, MA	T. Herrmann	(508)935-4566
DNP	Programmer	*Digital News,* Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News,* Boston, MA	D. Egan	(617)482-8470
DNP	Reporter	*Digital News,* Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Marketing Director	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Networking Reviews Editor	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Art Director	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Special Asst. to the Publisher	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Marketing Manager	*PCWorld,* San Francisco, CA	J. McSherry	(415)978-3180
PCW	Human Resources Assistant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
MAC	Assistant Editor - Reviews	*MacWorld,* San Francisco, CA	C. Person	(415)978-3345
MAC	Associate Editor	*MacWorld,* San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Copy Editor	*MacWorld,* San Francisco, CA	R. Henrich	(415)978-3238
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
IDG/P	District Manager, NW	*Sunworld,* Redwood City, CA	R. Strukhoff	(603)924-0100
ITI	Product Marketing Manager	Framingham, MA	G. Odeneal	(508)935-4678

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

ESOP STATEMENTS ARRIVE . . . .

. . . . . . AND THE NEWS IS GREAT!

Fiscal 1990 was a record year for IDG and the performance of the corporation is clearly reflected in the growth of the Employee Stock Ownership Plan.

As ESOP statements are distributed, employees are sure to marvel at the greater than ***60% growth*** in the value of the shares over their 1990 value. In fact, the value of the ESOP shares has increased more than an average of 35% over the last 6 years. The past history of the Plan can not predict what the future may hold, but as IDG continues to grow and prosper so too will your ESOP account.

You can take pride in knowing it's the employees who make IDG so successful. The work you do does make a difference!

As you review your statement, please take a moment and collect any questions you may have concerning the ESOP benefit. It is important that you understand this valuable benefit and your Human Resources department is ready to assist you in reviewing your questions.

InfoWorld Introduces Supplement On Enterprise Computing

InfoWorld readers who need the latest information on enterprise computing now have a new source: a monthly supplement that provides an in-depth look at emerging technologies, applications and issues.

While *InfoWorld*'s target audience is high-volume buyers of PCs and networking products, the enterprise computing concept goes beyond the desktop level. According to **Ed Foster**, *InfoWorld*'s executive editor/features and editor of the new section, a simple way to define enterprise computing is a company's effort "to develop a strategy that will maximize the competitive advantages it can gain from all of its computing resources—from mainframes to PCs—throughout the organization." As a result, top managers, MIS, information center personnel and often end users all have to be involved in developing a companywide strategic computing plan.

Enterprise
COMPUTING

SAA: Can It Bridge the Gap?

After almost four years, the gap between promise and delivery in IBM's SAA remains large, at least in the minds of corporate information systems strategists who must decide if they should commit their future to Big Blue's enterprise strategy.

By Ed Foster

Office Vision Falls Short of Expectations

How Customers Can Deal With the "New" IBM

What You Should Know About OOP Programming

Foster said, however, that the supplement is not an effort to attract new readers but rather a response to the audience's call for more information on a complex and evolving subject. To address this need, the supplement employs a case study approach to enterprise computing issues, such as downsizing and internetworking, faced by people in major corporations. The 12-page section also includes a "Tech Tutorial" and articles about management and technology issues.

InfoWorld will continue to cover an increasing number of enterprise computing news stories in the body of the publication.

Foster said he's encouraged by the response the supplement has generated. "It seems to have struck a chord with both vendors and users," he said.

Unlike some of the white papers and supplements produced by IDG publications that are single-sponsor products, "Enterprise Computing" will include ads from a number of different advertisers.

Calling All Photographers

A picture is worth a 1,000 words, especially to a harried *IDG World Update* editor in desperate need of a good graphic on deadline day. If you're interested in photography, *World Update* would like to enlist your support. We're compiling a list of capable photographers in the various business units (especially those outside the Boston/Framingham area) whom we can call upon if we need a photo to accompany one of our articles. You don't need to have a fancy camera or lots of extra time, just a good eye and the willingness to persuade shy colleagues to say "cheese."

If you'd like to participate, call *IDG World Update* at (617) 423-9030 or drop us a note by fax at (617) 423-0712.

Anniversaries

NINE YEARS
Roger Murphy - IDGC/P
Kaoru Sunada - IDG Japan
Frederick LoSapio - CW Publishing
Pam Valentinas - *Network World*
Maryann McAuley - IDG

SEVEN YEARS
Leslie Barton - *Macworld*
Christina Spence - PCW Central Services
Dianne Barrett - *Network World*

SIX YEARS
Clinton Wilder - CW Publishing
Jim Povec - IDG Japan

FIVE YEARS
Dan Muse - IDGC/P
Shelagh Avins - IDG Australia

FOUR YEARS
James Burns - IDGC/P
Eleni Brisbois - *Network World*

THREE YEARS
Gina Salaices - *Macworld*
Cathleen Duffy - CW Publishing
Sarah McEwen - CW Publishing
Leslie Falkner - *CIO*

TWO YEARS
Lisa Dickinson - IDG
Kathryn Penney - IDG
Ellis Booker - CW Publishing
Moira Gillis - *CIO*
Livia Babbitt - ITI
Deanna Carvin - ITI
Shelley Aronson - ITI
Phyllis Gelgisser - ITI
Cynthia Berger - ITI
Marcia Ross - ITI
Carol George - ITI
Sheila McHugh - ITI

ONE YEAR
Terri Edelman - *Macworld*
Kathy Poppenhagen - *Publish*
Melissa Riofrio - *PC World*
Vince Giuliano - *Publish*

On The Road with IDG Japan's Karaoke Stars

A couple of months ago, IDG World Update *ran an article about IDG Japan concluding a company outing with a visit to a karaoke club. Several readers have expressed curiosity about this popular Japanese practice. In the interest of serving its audience,* World Update *visited a karaoke bar with the Japanese staff as they recently celebrated a successful week of Macworld Expo, publishing and News Service activities.*

They never venture out for karaoke before 7 p.m. at the earliest. The Japanese always work long and late before they play. At the karaoke establishment—there are thousands in Japan—the tiny room is dominated by a small stage. Microphones and a TV monitor stand ready. After a light snack and a shot of liquid courage, the action begins.

Participants select songs from thick catalogues listing Japanese and English popular music dating back 30 years. The entertainer (you, who moments earlier never dreamed this was something you'd ever attempt) takes the stage and grabs the microphone. The music begins. The words march across the TV monitor in front of you. You sing. Everyone is expected to participate sometime during the evening. It does not matter if you are tone deaf and can't carry a tune. This is a team-building experience. You do your best. For just a moment you are Elvis Presley basking in the bright lights. You cheer and applaud your mates. Participants are remembered and recalled. IDG Chairman **Pat McGovern**'s rendition of Danny Boy is legend.

You come away one of the gang. There are no presidents or chairmen or editors or sale reps or bosses or employees when you stand on the karaoke stage. There are just people enjoying being part of a great organization together.

David Ushijima, president of Macworld Communications and Sachiyo Masumoto, ad sales assistant, team up for a duet. Earlier, Ushijima, a transplanted Californian, wowed the crowd with his rendition of "I Left My Heart in San Francisco."

Ad Sales Director Hitoshi Ando

The IDG Japan group takes a break from the rigors of entertaining.

Noteworthy !

PROMOTIONS

Pam Rowell Valentinas has accepted the position of district manager in the newly created department of recruitment advertising at *Network World.* Most recently *Network World*'s manager of advertising and sales operations, she also has held several positions at CW Publishing. Valentinas holds a B.A. in economics from the University of Massachusetts.

■ ■ ■

At *InfoWorld*, **Siobhan Nash** has been promoted from associate copy editor to reviews department assistant. She will perform clerical duties and editing. Nash received her B.A. in English from San Jose State University and enjoys literature, music, food and friends.

■ ■ ■

Scott Danish has accepted the position of business manager for *PC World*'s editorial and design departments. He will move from *PC World*'s production department, where he was advertising booking and billing coordinator. Danish graduated from the University of Oregon with a degree in marketing and management.

NEW APPOINTMENTS

Russell Glitman joins *PC World* as executive editor. He will represent *PC World* to vendors and users and assist in obtaining products for review. Glitman was previously West Coast bureau chief for *PC Week*, where he also managed the business section. He holds a degree in political science from the University of Vermont and enjoys stamp collecting and travel.

■ ■ ■

World Expo Corp. welcomes **Terence M. Coe** as international projects manager. He will be responsible for the organization and promotion of Computerworld Forum Prague and PC World Forum Moscow. He arrives from Hannover Fairs USA where he was project manager. Coe has a B.A. in communications and Russian from the University of Delaware and an M.P.A. in International Public Administration from the Monterey Institute of International Studies. His interests include linguistics and history.

■ ■ ■

Bill Reinstein, former president and co-founder of the recruitment advertising firm Help Wanted On-Line, Inc., joins *Network World* as national sales manager for their new department, recruitment advertising. He will direct the sales and marketing efforts for recruitment advertising and encourage the staff to focus on long-term consultation with each advertiser and develop action plans. Reinstein has a B.S. in mechanical engineering and a secondary certificate in physics education, both from the University of New Hampshire. In his free time he enjoys skiing, tennis and playing the piano and guitar.

■ ■ ■

Network World also welcomes **Timothy O'Brien** as West Coast bureau chief. Formerly the Bay Area editor of *Stanford Release Magazine*, he gained networking experience as president of the Account Data Group, a company he started with associates in 1984 to resell LANs to users in the Washington, D.C., area. O'Brien obtained his degree in journalism and drama from Stanford University.

■ ■ ■

Glen M. Tynan also joins the team at *Network World* as a mailroom clerk. Tynan is in his second year of studying political science at Framingham State College. He is a member of the National Guard and enjoys camping and working out.

■ ■ ■

IDC announces the arrival of two new people. **Paul Zorfass** has been appointed director of software consulting. He will be responsible for developing vendor consulting business opportunities with IDC's continuous information services clients. Previously senior director of Yankee Group's computer research program, Zorfass earned his B.A. and M.A. in mathematics and physics from New York City College. He also holds an M.B.A. from Northeastern University.

■ ■ ■

Stephen McClure has accepted the position of manager of new software technologies. Formerly the president of International CASE Products Corp., he will direct IDC's research efforts in emerging software technologies. McClure has a B.S. in electrical engineering and in industrial management, both from MIT, and an M.B.A. from Boston University.

■ ■ ■

Richard Koman joins Integrated Media, Inc., as conference manager. He will be responsible for programming and coordinating conferences on desktop publishing, production and printing. Koman arrives from Printing Industries of Northern California, where he was communications director. He has a B.A. in journalism from George Washington University.

New Address for World Expo Corp. in France

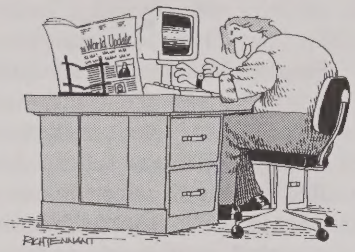
Please note the new address, phone and fax numbers for World Expo Corp.'s office in France;

Cherif Moujabber, President
World Expo Corp. - Europe
5A Rue du Baillage
78000 Versailles
France

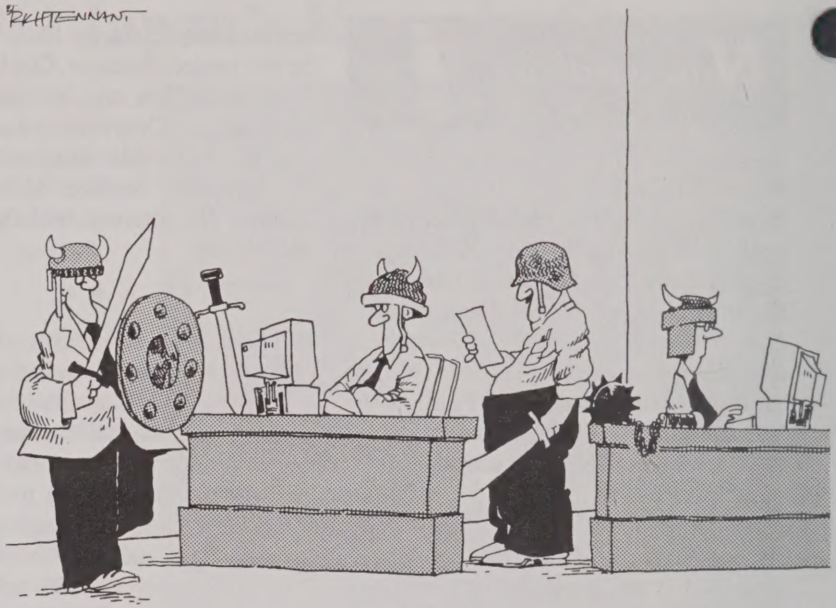
Telephone: 33-1-39-02-1000
Fax: 33-1-39-02-0999

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, April 16. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

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IDG Italia Readies for Launch of Two New Publications
- PAGE 4

"The Inside Page" Goes Behind the Scenes at *CW*
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 12

MARCH 25, 1991

SunWorld Rises in Japanese Market

Just over a year after acquiring *SunTech Journal*, now named *SunWorld*, IDG this week celebrates the launch of the first *SunWorld* outside the U.S.

The premiere edition of *SunWorld Japan* will be published on March 29 under the direction of IDG Japan President **Jim Povec**. The first issue totals more than 100 pages.

SunWorld Japan will debut as a quarterly publication with 20,000 readers, including a high-performance list of major customers provided by Nihon Sun.

SunWorld Japan will also appear on Tokyo newsstands that specialize in high-tech publications; a limited number of English-language copies of *SunWorld* will also be available.

The staff of *SunWorld Japan*: Front (L-R): Kazuhiko Kajihara, Yoko Nishii. (Back) Takehito Sakurai, Tomoko Iwama, Hitoshi Ando.

GLOBAL REACH

The U.S.-based *SunWorld* sales team was able to book some space in this first issue through IDG Japan's Ad Sales Director **Hitoshi Ando**, including the cover four (outside back cover) advertiser.

U.S. *SunWorld* Publisher **Roger Strukhoff** is looking for opportunities to work with individual country managers to globalize the title. Sun does 50% of its business outside the U.S., which matches it well with the global resources of IDG.

One in four non-U.S. Sun computers are installed in Japan, and Sun has operations in more than two dozen countries throughout Europe, South America and Asia.

IDG Briefing Sessions Begin in April

How is the economic slowdown affecting the computer industry? Which marketing strategies will have the most success in the '90s?

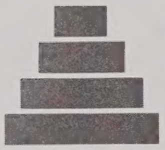
The answers to these questions and more will be discussed during the first IDG Briefing Session, "Technology Trends and Marketing Challenges for Computer Companies in the 1990s," which will debut in Boston on April 4. Additional sites for the first part of the tour are New York City (April 5), San Jose, Calif. (April 8) and Newport Beach, Calif. (April 9).

IDG Chairman Patrick McGovern, IDG Vice Chairman and IDC CEO Axel Leblois and IDC Senior Vice President David Moschella will be the featured speakers at the half-day sessions.

ISG Conference Explores IT's Role in Strategic Planning

The topic: exploring new techniques for incorporating information technology into an organization's strategic plan. The place was Information Strategies Group's Executive Conference, and more than 130 attendees gathered at Hilton Head Island, S. C. to learn about the latest in "IT Strategies for Success" from ISG's expert research analysts and practitioners in the field.

ISG scored a coup of sorts when Dr. Ron J. Ponder, senior vice president of the Information and Telecommunications Division of Federal Express Corp., agreed to deliver the keynote address at last month's conference.



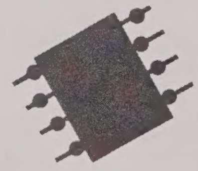
Though renowned for his innovative management that contributed greatly to Federal Express recently earning two prestigious honors, the Computerworld Smithsonian Award and the Malcolm Baldrige Quality Award, Ponder doesn't often accept speaking engagements, according to ISG's Director of Marketing **Mary Fran Kirchner**. His enthusiastic keynote address energized the audience and helped get the three days of presentations, panel discussions and informal exchanges off to a good start.

The conference marked the first time ISG staff used Persuasion software to project their presentations directly off the Macintosh computers. Kirchner said the technology helped immensely with preparations, allowing adjustments right up until speech time. The equipment was loaned to ISG and shipped to the conference site by Apple Federal, thus enabling ISG to experiment with a major technology without a major investment.

Another new aspect of the conference was a dinner on the first evening, co-hosted by the sales department and the directors of ISG's research services. The team gave informal presentations about their services, areas of technology they serve and how clients benefit from the services. Director of Federal Sales **Liz Leggatt**, who spearheaded the dinner session, said the group came up with a list of more than 30 clients who were interested in adding on services.

Other key conference coordinators were Kirchner, who was responsible for program and on-site logistics, and **Arline Clements**, director of finance and operations, who handled registration and the golf tournament.

Some participants used the concise, actionable information they got from the conference even before they returned to their home offices. One client brought 20 staff people to Hilton Head Island, and the group used ISG's event as a lead-in to their own three-day strategic planning session at the resort. Kirchner said she'd like to encourage more agencies and vendors to use ISG's conferences as planning tools for retreats.



"Overall, the conference was a company-wide effort," Kirchner said. "Everybody either was part of the on-site program or had to support the troops at home while we were gone."

With the creation of a new conference task force composed of representatives from sales, marketing and research, even more points of view will be included in the planning process for future events.

Wanted: IDG Exchange Program Hosts

Dozens of employees in the U.S. have applied to the IDG exchange program with dreams of leisurely tours of Paris, Munich or Aukland and other destinations dancing in their heads. They just need one thing to make their vacation plans complete: a place to stay!

Hosts from any country outside the U.S.—particularly the U.K., France, Germany, Australia and New Zealand—are in great demand. Many U.S. employees have volunteered to serve as hosts for employees who want to visit the United States, but more European and Asia/Pacific hosts need to be found for U.S. travelers.

The IDG Exchange Program, announced late last year, is a leisure travel program that matches employees and their families with colleagues willing to serve as hosts or to exchange homes.

Employees who have already filled out application forms will receive a master list of all interested participants by the end of March. Others interested in the program should contact *IDG World Update* for an application, and updated participant lists will be circulated as necessary.

For more information, contact Deborah Butler or Patricia Smith at telephone (617) 423-9030 or fax (617) 423-0712.

On line

ASK FRITZ

From time to time, "On line" features selected guest columnists. Computerworld *Publisher Fritz Landmann takes a turn this week.*

Q How would you define your role and responsibilities as publisher of IDG's flagship, *Computerworld*?

A To build, manage and motivate a strong team of professionals in all key areas and create an environment in which they can thrive.

•To ensure delivery of the best product and service to our two customers groups: readers and advertisers.

•To continually seek and encourage the entire *CW* team to search for better ways to accomplish our objectives.

•To provide leadership through focusing the *CW* team on the long-range goals vital to *Computerworld*'s continued growth and development.

Q How do you interact with editors and publishers of other *Computerworlds*?

A In the case of "established" *Computerworlds*, my role is that of counselor/advisor "on call." I do not oversee in any sense our other *Computerworlds* but am always available to them should they seek opinion or counsel. In the instance where a "new" overseas *Computerworld* (U.K., U.S.S.R., Czechoslovakia) is being created, I will, at the request of the IDG Executive Committee, provide early-stage advice/opinion.

Computerworld's Editor-in-Chief, Bill Laberis, and I also work together each year in developing an annual *Computerworld* worldwide product line meeting.

On those occasions where I have been asked to participate with some of my *CW* overseas contemporaries, I have found those activities most enjoyable and truly cherish the camaraderie I've experienced.

Q Since you just returned from orchestrating two days of product line sessions in Prague, could you give an overview of future trends in the IS arena?

A I believe that IS/IT trends in Europe tend to mirror those in the U.S. more so than any other part of the world. This was made even more clear to me when I attended the European Technology Roundtable Executives meeting in France last year and found all key sessions and discussions matched the areas of concern and interest in the U.S. These areas included:

•Leveraging competitive advantage through information technology investments in the emerging technologies of client and server architectures, networks (LANs, WANs and private), imaging, open systems and Unix.

•Crisis in the selling channel as more PC product-based companies try to move "uptown" into the corporate computing systems marketplace and find that their existing channel sellers lack the expertise to sell this market.

•Heavy focus on benefits from utilization of Case tools, 4GLs, RDBMS.

•Outsourcing/systems integration.

Q How do you feel the results of the recent product line meetings fared against previous meetings?

A Competition is intensifying in both the U.S. and European computer press advertising markets. Hence, one of the primary goals of the meeting was to communicate the potential benefits of clearly rationalizing their product lines in sync with the realities of the buying process in order to effectively sell their PC books and IS books in combination. This way they offer predominantly unduplicated reach across the entire buying spectrum. Further, this calls for a coordinated and unified IDG team selling approach which minimizes the danger of being fragmented by competition.

I believe the results were more significant this past meeting due to message emphasis and, interestingly enough, to the fact that this was a purely European group. The latter fact translated into more "off-line" discussions that I believe were positive and productive.

Q What do you find most enjoyable to do outside of the office?

A Reading (novels, spy thrillers, military history), keeping up collections of automobile and ship models, tennis (unfortunately, now more watching than playing) and driving.

Q Is there an historical figure or industry role model that you particularly admire?

A General Norman Schwarzkopf - a brilliant planner and man of action. Brave, courageous and gutsy with that rare quality of true compassion in the mix.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update ***via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.***

IDG Italy Enters Networking Arena With New Launch

IDG Communications Italia has set its sights on April for the launch of its newest publication, *Networking Italia.* Debuting as a supplement to the weekly *Computerworld Italia*, *Networking Italia* will appear biweekly and focus on the networking and telecommunications markets.

Networking Italia will include news focusing on telecommunications, international networks, local-area networks, data communications, products and services and special case histories.

The circulation will initially be based on the mailing list of *Computerworld Italia* and contact names from the marketing division.

The advertising sector has been very receptive to the new publication, thanks to synergic action with *ComputerworldItalia.*

Also in the works at IDG Italia is *InfoNews*, a weekly bulletin regarding the evolution of information technology with particular emphasis on the Italian market. Staff members at IDG Italia are projecting a summer launch for the publication.

IL SETTIMANALE PER L'INFORMATICA ITALIANA

COMPUTERWORLD ITALIA

IN QUESTO NUMERO

SMAU come Giano

WORKSTATION RISC

Stardent in Italia

RISTRUTTURAZIONI

Olivetti: strategia cercasi, possibilmente vincente

Fattore RISC

Quattro tricolori sull'asta Goupil

NCR COOPERATION

La piattaforma del domani

HEWLETT-PACKARD

Primo obiettivo: le LAN di PC

È sbocciato il notebook Tulip

RISTRUTTURAZIONE

Philips esce

IBM E MICROSOFT

Veleni e vecchi merletti

Networking Italia* will soon appear as a biweekly supplement in *Computerworld Italia.

Networking Italia and *InfoNews* will join IDG Communications Italia's growing list of publications: *Computerworld Italia*, *Computerworld Lazio* (a supplement to *Computerworld Italia* dedicated to administration with special circulation in Rome), *PC World Italia* and *Job & College* (a publication dedicated to the university arena).

New Address for IDG Taiwan

IDG Taiwan will move to a new location on March 25. Please make the following changes to your records.

David Chu, General Manager
IDG Taiwan
11F-8, No. 137
Fu-Hsin South Road
Sec. 1
Taipei 10639
Taiwan, R.O.C.

Tel: 886-2-776-4553
Fax: 886-2-721-6444
886-2-777-5339

IDG Taiwan can no longer be reached via telex.

Equestrian Sponsor

***Computerworld* and *MicroComputer Venezeula* sponsored a class at one of Venezuela's premier jumping competitions in early February. Kalman von Vajna Nagy, president of IDG Comunicaciones C.A., pins the first prize ribbon on the horse's bridle, while rider Gustavo Arroyo, representing the Caracas Country Club team, stashes the cash prize in his pocket.**

Human Resources News

NEW POSITIONS THIS WEEK March 25, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

CONFERENCE MANAGER (WEC)

Responsibilities will include managing conference group which creates and implements conferences, seminars and tutorials for WEC events in the US and provides conference assistance to WEC international shows. Management, product and financial responsibilities included. Minimum of 3 years experience in conference management and planning. Proven management and budgetary capabilities and familiarity with the IT industry. Should be technically versed in information technology and have the ability to recognize economic and technical trends within IT.

MARKETING COORDINATOR/ASSISTANT/SPECIALIST (TISC)

Responsibilities will include coordination of direct mail activities, implementation and management of lead fulfillment system, updating of price lists, telemarketing and a variety of administrative marketing functions. Graphics or print production experience preferred. Requires detail-oriented individual with strong organizational skills, Macintosh, and one year marketing experience.

ART DIRECTOR (IFW)

Responsibilities include all illustration, photography and design of tabloid newspaper, supervise art staff & budget, work with editors and writers on concept of illustration and informational graphics, and direct studio photography assignments. A minimum of 5 years magazine or newspaper design and strong management experience. Experience with desktop computers, typesetting and photography helpful.

EDITOR (IFW)

This highly visible position, reporting directly to the Editor-in-Chief, will manage the entire news staff and requires extensive news experience. Must have a minimum of 10 years news and management experience. Extensive experience in the computer journalism industry required. B.A. in Journalism or English or associated educational background is helpful.

ADMINISTRATIVE ASSISTANT (PCW)

Will provide clerical, office and sales support for 2 account managers including word processing, maintain client database, process media kit requests, telephone back-up, general office support, and assist in preparation of verbal/insertion orders for ad space. Requires PC experience, proficiency in Microsoft Word, Q & A, and Quattro Pro, and good communication and organizational skills. Must work well under pressure/deadlines. Should be flexible with a "can do" attitude.

OFFICE SERVICES ASSISTANT (PCW/CS)

Will handle all aspects of mail, assist in shipping and receiving area, assist on reception desk as needed, and process Office Services work orders as required by supervisor. Valid California drivers licence, good driving record, and ability to lift up to 50 pounds are required.

TELEMARKETING SALES REPRESENTATIVE (MAC)

Responsibilities will include selling, servicing and developing Macworld catalog for western sales region with emphasis on classified sales. Several years sales experience, familiarity with Publishing processes, negotiation and communication skills are required. Macintosh market knowledge and Macintosh computer experience desirable.

SALES ASSISTANT (CWPI)

Responsibilities include maintaining database, lead qualification, mailings, and general clerical sales projects. Requires high energy level, enthusiasm, good verbal, word processing, and general office skills. Knowledge of PC a plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: March 25, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Secretary P/T	Research Svcs., Framingham, MA	K. Dinneen	(508)879-0700
IDG	Bookkeeper	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	S. Cincotta	(508)820-8245
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Marketing Coordinator/Asst.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
ITI	Product Marketing Manager	Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
LOTUS	Marketing Assistant	*LOTUS*, Cambridge, MA	C. Congleton	(617)225-6800
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Sr. Analyst, Tape & Optical Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Intern (temporary)	Framingham, MA	A. Boyd	(508)935-4214
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Resource Coordinator	Framingham, MA	T. Herrmann	(508)935-4566
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Marketing Manager	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PCW	Human Resources Assistant	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Simmons	(415)978-3267
PCW/CS	Office Services Assistant	Central Services, San Francisco, CA	P. Murphy	(415)978-3365
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Associate Editor	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Copy Editor	*MacWorld*, San Francisco, CA	R. Henrich	(415)978-3238
MAC	Telemarketing Sales Rep.	*MacWorld*, San Francisco, CA	B. Schneider	(415)978-3138
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Framingham, MA	L. McGrath	(508)879-0700
IDG/P	District Manager, NW	*Sunworld*, Redwood City, CA	R. Strukhoff	(603)924-0100

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Calendar 1 2 3

•APRIL 30 - MAY 1
Computerworld Product Line Meetings
Singapore

• MAY 2-3
PC World Product Line Meetings
Singapore

•MAY 6-7
European Managers Meeting
London, England

•MAY 7-10
Ifobab Budapest
Budapest Internat'l Fair Centre
Budapest, Hungary

•MAY 14-16
Macworld Expo/New Zealand
Aotea Centre
Auckland, New Zealand

•MAY 15-17
Macworld Expo/Amsterdam
RAI Exhibition Center
Amsterdam, The Netherlands

•MAY 15-19
Computerworld Forum/Prague
Stremovka Exhibition Park
Prague, Czechoslovakia

•JUNE 3-6
Macworld Expo/Germany
Amk & ICC
Berlin, Germany

•JUNE 3-7
Object World
San Francisco, CA

Computerworld Raises Curtain on "Inside Page" Newsletter

A select group of 4,500 professionals in public relations, marketing and marketing communications will have something new cross their desks this week. It's "The Inside Page," a four-color, four-page newsletter from *Computerworld* filled with upcoming editorial and marketing news.

"It's a proactive way to allow customers and prospects to see the inside workings of *Computerworld*," said **Jan Harper**, vice president of business development. A similar newsletter was produced two years ago, but rather than focusing on a sales or sales/marketing approach, the new version covers both marketing and editorial.

Harper said she sees the newsletter as a way to establish a dialogue between customers and other departments besides sales. Among the items in the first issue are articles about how to get product coverage in *CW*, *CW*'s new study on PC volume buyers and the ongoing "Get Serious with *Computerworld*" theme that highlights *CW*'s commitment to meeting the needs of both readers and advertisers. There's also a timetable of advertising and editorial deadlines and an invitation to submit questions about *Computerworld* or the IT industry to an "Ask the Executives" column.

the Inside Page
MARKETING AND EDITORIAL NEWS FROM COMPUTERWORLD
March 1991

GET SERIOUS WITH COMPUTERWORLD

CURTAIN UP!
Inside Page
WE DO WINDOWS

Computerworld staff members from both editorial and marketing were involved in writing and producing "The Inside Page," which will be published approximately every six weeks.

Like its parent publication, the newsletter has a tabloid format and strives for a highly contemporary, reader-friendly presentation employing lots of bright graphics and illustrations.

Network World Launches Careers On-Line

***Network World* will incorporate a new service, Networking Careers On-Line, beginning with the April 15 issue. The service, free to readers and recruitment advertisers, provides additional corporate background and/or job-specific information to prospective candidates. Here's how it works:**

- **With every print recruitment ad, *NW* will place the full text in the Networking Careers On-Line system, part of the Network World On-Line Bulletin Board System.**
- **The client or agency may provide up to a full page of additional information about the company or the positions, which *NW* will place in the company's on-line listing.**
- **The full text of the ad and additional information will run online for four weeks starting with the run date of the ad.**
- **The on-line service will be promoted heavily in the Networking Careers section and throughout *NW*.**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Joanne Capolino - ITI

TWELVE YEARS
Walter Schöenberger - IDG Germany
Ann Baker - IDGHQ

ELEVEN YEARS
Ed Scannell - *InfoWorld*
John Dix - *Network World*

TEN YEARS
Margaret McIndoe - *Computerworld*
Linda Dudley - LINK Resources

NINE YEARS
Michael Hovagimian - ITI
Joan Pinsky - *Network World*

EIGHT YEARS
Dorthe Theodoraki - IDG Denmark

SEVEN YEARS
Leif Rasmussen - IDG Denmark
Dorthe Christensen - IDG Denmark
Wolf-Dieter Lorenz - IDG Germany
Dennis Christensen - IDGC/P

SIX YEARS
Eileen Terrill - IDGC/P
David Ushijima - *Macworld Japan*
Rachel Parker - *InfoWorld*
Paul Statt - IDGC/P
Terry Lee - IDG Australia
David Bradway - World Expo Corp.

FIVE YEARS
Charles Barrett - *Macworld*
Beth Khoury - *Network World*
Melanie Guy - CW Publishing
Joanne Hoffman - *Macworld*
Jim Brown - *Network World*
Michael Sullivan-Trainor - *Computerworld*
Marv Hangby - IDC Australia

FOUR YEARS
Sue Slater - *Network World*
Kevin Harold - *Computerworld*
Susan Cardoza - *Macworld*
Anne Foley - *Macworld*
Karmen Cheng - *CW Hong Kong*
Renee Welling - IDG MIS
Patricia Sims - IDG
Paul McCloskey - *Federal Computer Week*
Valerie Norville - *Federal Computer Week*

THREE YEARS
Nancy Gendron - IDGC/P
Michael Wojatzek - IDG Germany
Eric Kincaid - *InfoWorld*
Sebastian Rupley - *InfoWorld*
Michael Welsh Carroll - IDGC/P
Charles Frankel - LINK Resources
Pamela Caplin - CW Publishing

TWO YEARS
Denise Assid - *PC World*
Kate Bauer - IDG Australia
Danielle Dirusso - ITI
Judy Bonosaro - IDGHQ
Yvonne Lee - *InfoWorld*
Andre Kvitka - *InfoWorld*
Tim Zittle - *InfoWorld*
Annette Garcia - *Macworld*
Bob Sawdon - IDGC/P
Sandie Wade - *PC World*
Kirsten Højrup - IDG Denmark
Margarita Chiango - IDG

ONE YEAR
Ricky Liu - *CW Hong Kong*
John Kelley - IDG
Tom Mathews - IDG HR
Pat Lyons - *InfoWorld*
Joanna Broom-Parker - *InfoWorld*
Becky Freed - *InfoWorld*
Kyla Carlson - *InfoWorld*
Jodi Mardesich - *InfoWorld*
Christina Keller - *InfoWorld*
Jo Ann Villalobos - *Macworld*
Julie Murphree - IDGC/P
Ivan Boudville - *CW Malaysia*
John Goddard - *PC World*
Ellen Messmer - *Network World*
Maureen Roberti - IDG
Ann Mercier - *Federal Computer Week*

R.S.V.P.

Do you have a question about publishing, finance, IDC or headquarters? Then don't miss out on your chance to find out what's going on at the top. Each week *World Update* has one of IDG's top executives answer your questions. From time to time a guest columnist will appear.

So be sure to fill out the "Ask" Business Reply Card included in this issue of *IDG World Update* You can fax, call or mail it in.

Remember, the sources of all questions will remain anonymous.

Uncle Sam wanted people to stop by the *Federal Computer Week* booth during Communications Networks '91—and they did, lured by free copies of *FCW*.

Noteworthy !

NEW EMPLOYEES

Heidi Schuberthan joins *Digital News* as receptionist where she will answer phones, greet clients and manage the front desk. Formerly a travel agent with Chestnut Hill Travel, she has a B.S. in travel marketing from Johnson and Wales University. In her free time Schuberthan enjoys skiing and walking.

■ ■ ■

IDG Books welcomes **Janna Custer** as senior editor. She was most recently associate managing editor at *Dr. Dobb's Journal* where she wrote a new products column and managed manuscripts. In addition to her B.A. in humanities from San Francisco State University, Custer holds a certificate in professional and technical writing. She enjoys golf, reading, skiing and writing.

Gail Koffman has accepted the position of associate editor/design at *Publish*. She will develop the design section, originate story ideas, and assign work to free-lancers. Koffman was previously senior editor at *Presentation Products Magazine* where she wrote features and news pieces, edited copy, created story ideas, and worked with free-lancers. She received her B.A. in English from UCLA and likes classic movies, hiking, photography, poetry, computers and video technology.

■ ■ ■

Publish also welcomes **E.J. Koch** as copy editor. She was most recently editorial assistant at the University of California at Berkeley's Graduate School of Public Policy, where she says her responsibilities included "brochure design, contacting editors, and paper pushing." Koch's academic experience includes a B.A. from SUNY-Brockport, an M.S. in mass communication from Boston University, and an M.A. in theater education/directing from Emerson College. She enjoys writing, photography, cross-country skiing, hiking and music.

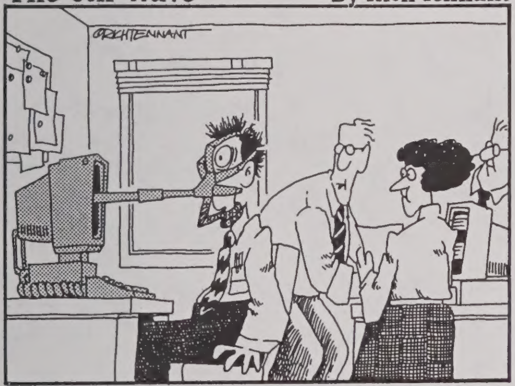
■ ■ ■

Federal Computer Week welcomes **Shahida Sweeney** as senior reporter. She was most recently senior writer at *Computerworld Australia*, where she managed the Canberra bureau and wrote news and features focusing on the government. In addition to her B.A. and M.A., Sweeney has a diploma of journalism. In her spare time she likes cooking, the theater, traveling, reading and entertaining.

■ ■ ■

New at *PC World* is **Kevin Octavio**, who has accepted the position of booking/billing coordinator. He will be responsible for ad booking and billing as well as revenue analysis. Formerly personnel coordinator at American Hawaii Cruises, Octavio received his B.A. in economics and biology from the University of California at Berkeley. He enjoys fitness, sports and daydreaming.

The 5th Wave By Rich Tennant



"ALRIGHT, STEADY EVERYONE. MARGO, GO OVER TO TOM'S PC AND PRESS 'ESCAPE',...VERY CAREFULLY."

Add a spark of personality to your publication that keeps **readers coming back!**

Cartoons from the high-tech industry's leading cartoonist, Rich Tennant.

So positive has the response been to Rich's cartoons in the U.S. high-tech industry that he is now making available the complete set of "5th Wave" cartoons to IDG publications worldwide.

For more information, a catalog and price list contact Rich
Phone: 508-546-2448 (U.S.) Fax: 508-546-7747 (U.S.)

"A recent poll of our readers shows they favor the cartoons."
Bill Laberis, Editor
Computerworld (US)

"Response to the cartoons has been very favorable."
Tim de Vogel, Editor
Computerworld (Netherlands)

"I think this industry needs some humor and Rich's cartoons are right on target."
Timo Tolsa, Editor
Tietoviikko (Finland)

Do-ers profile

Bruce Buckman

PROFESSION: Assistant Editor, *PC World New Zealand*

JOINED IDG: June 1988

INTERESTS OUTSIDE THE OFFICE: Reminiscing on the interests I used to have before I had the office.

BEST PART OF YOUR JOB: Having it.

LATEST ACHIEVEMENT AT WORK: Meeting a deadline 24 hours early.

SOMETHING YOU CAN'T DO BUT WISH YOU COULD: Meet all deadlines 24 hours early.

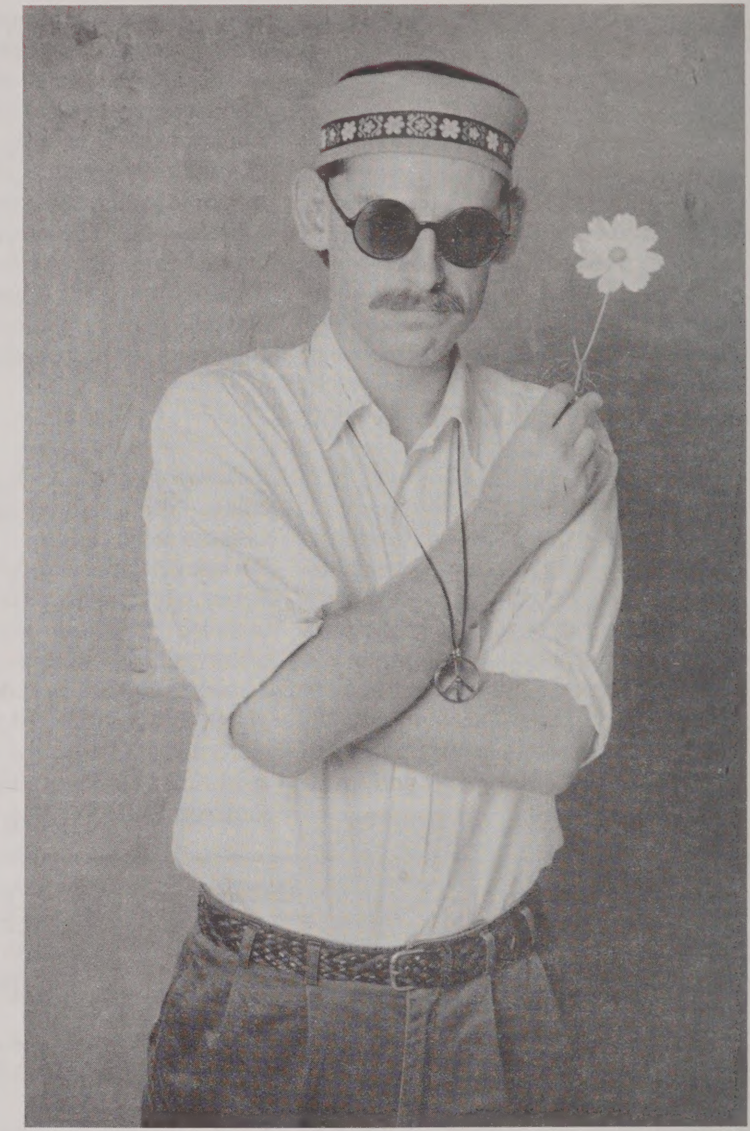
SOMETHING YOU DO BUT WISH YOU DIDN'T: Spend so much time in front of a screen. I'm beginning to get a tan.

FAVORITE VACATION DESTINATION: Beirut. My kinda town.

DREAM VACATION SPOT: Antarctica. The beer's real cold.

FAVORITE QUOTE: "No man is an island—he's a peninsula"—Jefferson Airplane

MANAGER'S PROFILE: "*PC World*'s resident expert in art direction and creation, page design, preparation of files for imagesetting and system maintenance. Other duties include copy editing, product reviewing and arguing with the editor about cover design."



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IDG New Zealand Takes First Class Approach to CW Expo
- PAGE 2

***PC World Turkey* Debuts in March, Sells Out First Issue**
- PAGE 2

***NW* Hooks Up to Educational Programs**
- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 13

APRIL 1, 1991

IDC Briefings Play to Capacity Crowds

IDC concluded its 26th annual series of computer industry briefing sessions with presentations before a capacity crowd in Boston on March 19.

Earlier stops on the "Directions '91" tour were Washington, D.C.; New York City; Dallas; and Costa Mesa and San Jose, Calif.

The technology forecast forums are an opportunity for marketing executives, strategic planners, MIS managers and other professionals to hear IDC analysts discuss the latest industry trends.

In his opening remarks on the industry's agenda for 1991, IDC Chairman **Axel Leblois** noted that in 1990, Western Europe exceeded the U.S. in IT spending for the first time. He said that even though this occurred primarily because of currency exchange rates rather than levels of demand, the change coincided with the generally anxious mood about the U.S. market and its vendors.

OPTIMISTIC FORECAST

However, Leblois observed that "things are not as bleak as they may appear." He noted that pre-tax margins among U.S.-based companies were up in most sectors in 1990, more U.S. IT vendors are joining the billion-dollar club, and despite the current recession, computer system growth has historically not been closely tied to slight changes in the gross national product.

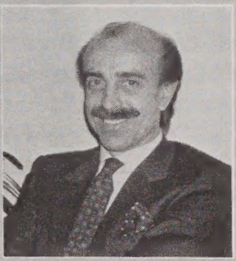
Leblois projected that "the most likely casualties in 1991 will be the victims not of recession, at least in any meaningful sense, but of major shifts in the structure of the industry that have been building for several years independent of macroeconomic trends.

"Similarly, new technologies and products, as well as the continuing expansion of international markets, will prove more meaningful energizers for U.S. information technolgy vendors than a turnaround in the economy," he predicted.

Highlights of IDC analysts' remarks on pages 4-5.

IDG Italy Names New Manager

IDG last month named Dr. Brunello Bossi general manager of publishing operations in Italy. His official start date is May 2.


Brunello Bossi

Bossi, who holds a Ph.D in economics from Bocconi University in Milan, was most recently the managing director of Della Schiava Editore in Milan. His responsibilities included managing Spanish-language products for the company, including magazines, children's books and educational supplies. Previously, he worked for the Mondodori Group, one of the largest publishing companies in Italy.

Earlier in his career, Bossi spent seven years at Continental Oil as a controller, spending time at the company's London headquarters, Houston, Texas, and Milan. He also worked for an electronics component firm in New York.

Bossi said that while the competition is great, he feels that IDG's opportunities in the Italian market are "enormous." He said his priorities include "making the IDG name more well-known in the market and looking for unexploited vertical sectors of the market," such as CAD-CAM publications.

Bossi is obviously pleased to be working in his hometown; he proudly noted that his family has been in Milan for 800 years.

First NZ Computerworld Expo Unveils New Products, Systems

IDG New Zealand's new expo subsidiary, IDG World Expo, staged its first world-class expo last month with the introduction of Computerworld Expo. The show, which ran March 19-21, focused on corporate information system buyers and attracted a broad spectrum of exhibitors ranging from specialist software developers to major vendors.

Held in New Zealand's largest city, Auckland, more than 6,000 attendees came to see the 50 exhibits and listen to some of the three dozen seminars put on by an international cast of speakers.

COMPUTERWORLD
Expo
Ellerslie Function Centre
March 19 • 20 • 21, 1991

A number of new products and systems were seen for the first time in New Zealand, and, in two notable cases, for the first time in the world. Datamatic released Novell's Netware 2.2, jumping the gun on the U.S. launch, and Borland Pacific announced Quattro Pro 3.0, — its secret weapon in a shootout with Excel and Lotus.

Other firsts included the unveiling of the 16-page-per-minute laser printer and 386sx notebook from Texas Instruments and Canon's color laser printer-copier system.

"[Computerworld Expo's] success was particularly pleasing since it ran just six weeks before the established competitor — a general computer show that has run for almost 10 years — and the competitor was some 40% more expensive," said IDG New Zealand Managing Director **Martin Taylor**.

"We expect Computerworld Expo to become the dominant computer show in New Zealand within the next one to two years," he added. "Already there are question marks over the future of the incumbent show which was less than 40% sold at the time Computerworld Expo ran."

The strategy in launching the event was to capitalize on *Computerworld*'s good name in the corporate computing marketplace and to aim the show at the corporate information systems decision maker.

"We chose a high-quality venue and put together a first-rate seminar to attract the top decision makers," Taylor noted.

Another important aspect was the approach to exhibitors. The rival show operator was well-known for its poor exhibitor relations.

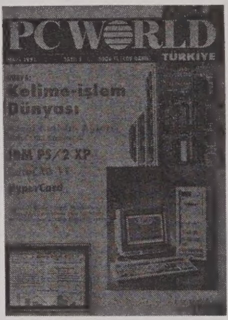
"Often exhibitors never know whether a show actually generated new business for them, but they certainly know how they felt about it," said Taylor.

The keynote address by IDC Asia/Pacific region Director **Len Rust** drew an overflow crowd to and had to be re-run. Rust spoke on the topic "Managing Information Systems Through Rapid Change."

Computerworld New Zealand Editor **Don Hill** credited the show's success to the tireless efforts of its organizers, **Martin Taylor, Graeme Martin, Valerie Boyd, Judith Ann Diggens, Alec Brown, Carol Martin** and **Rachel Price**. He also noted thanks were due to the rest of the staff who supported the venture, both through direct contribution and by picking up the slack left by those involved with the Expo.

According to Taylor, there was almost unanimous agreement among exhibitors that it was the best show they had attended. Almost all have agreed to exhibit next year and already several companies who took a "wait-and-see" approach to the first show have asked for space in the 1992 event.

PC World Turkey: Sold Out!



PC World Turkey hit the newsstands on March 1, joining *Computerworld Monitor* in extending IDG's presence in Turkey's rapidly developing market.

PC World Turkey is published by IDG and its Turkish partner Uluslararasi Fuarcilik Ve Tanitim Ltd. STi (UFT).

Although staff members were aware that PC users in Turkey desperately needed a publication dedicated to their needs, the staff was unprepared for the enormous response to the launch. According to Editor-In-Chief **Mustafa Arslantonali**, "The anticipation of the consumers far exceeded our expectations. We fell short in supplying the demand of the market with the March launch. The issue was wiped out in just a few days!"

BLACK MARKET

The demand for *PC World Turkey* created what was viewed by some as a black market.

Arslantonali noted, "Having distributed all of the *PC World*'s, we were forced to buy back some of the issues for ourselves. As the old Turkish saying goes: "*Dostler alisveriste görsün*!" [for the sake of appearances].

The results of a survey indicated the editorial should be expanded to accomodate the needs of amateur programmers.

There are very few publications designed to help the growing number of people interested in enhancing their programming skills, Arslantonali noted. "For this reason, we will publish a supplement by our third edition, entitled 'The Art of Programming.'"

On line

ASK WALTER

Q How will the Asian Managers Meetings differ from the European Managers Meetings?

A Basically there will be little difference in the format of the Asian Managers Meeting as opposed to the European Managers Meeting. I will be holding private meetings with all of the various managers, and we will also spend a full day together discussing agenda items submitted by the managers and having a roundtable discussion about what is happening in each of the markets represented.

What differences there are are really a function of size of the territory (with far fewer operations) and much greater differences between the operations due to the very expansive geographical and cultural differences of the region.

Within Europe there has been a sense of community forming between most kinds of businesses for several years now but in the Pacific Rim/Asian marketplace that is not at all evident and probably won't be happening. You have one "natural" bonding and that is between Australia and New Zealand. All of the other markets are quite distinct.

We will also be holding our Product Line Meetings for this group. In Singapore we will be concentrating this time around on *Computerworld* and *PC World*-type publications. These Product Line Meetings are proving to be quite valuable as they give an opportunity for the people actually producing and selling the publications to come together to discuss common problems and opportunities.

Q Based on your lengthy experience with IDG, you've witnessed many business cycles. Could you provide some suggestions for weathering the current recession?

A Probably the most important things to keep in focus during a recessionary period are to sustain the highest possible quality of editorial and to expend more energy on marketing and sales.

It is during these periods that you have to be able to go to your advertisers and let them know that you are aware of the problems that they are experiencing and find clever and intelligent ways to help them with these problems.

By doing this in an economic downturn you build even greater customer loyalty and have a good chance of increasing your market share. And, when the recession comes to an end you have a customer who considers himself your partner and will appreciate what you were able to do for him during the harder times.

In terms of general cost controls it is a very good time to make sure that you postpone all discretionary costs and that you try to keep as many of the remaining costs flexible and variable. Generally, it is always a good idea to keep your fixed costs to a minimum so that when you run into a management, market or economic problem you can be fast on your feet.

Also, everyone should keep in mind that all business is cyclical and recessions have an end (although it might not seem to when you're in the middle of it).

It never pays to make drastic decisions about a business problem that would have effects far beyond the extent of the economic recessionary period.

The best advice is probably to keep a cool head and concentrate on the opportunities presented — not the problem.

Interestingly, this recession that has affected a great part of the world is the first major one since '81-'82, so many of our people are dealing with this problem for the first time. Obviously it is difficult, but learning the lesson of managing and working through hard times is indeed a valuable one that always sharpens one's skills.

Q What is the future of PC weeklies? Is there a market for them outside the U.S.?

A PC weeklies seem to be a phenomenon that work only in the U.S., and then only because of the size of the market. We have found that outside of the U.S. there is really no demand for a weekly PC publication, a concept we have indeed tried. Off-shore we have found that the real need in the PC marketplace is for volume buyer/professional user monthly magazines.

Q Why do IDG employees who have been with the company for 14 years only have as many vacation days as those employed five years?

A As I believe everyone knows, the vacation schedule is increased annually over the first five years of employment to 15 days and then jumps to 20 days after 15 years of service. To the best of my knowledge, we are very competitive with three weeks of vacation for five years of service. Many companies require eight to 10 years of service for the same vacation allocation and many others never go above this mark, regardless of years employed.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to **IDG World Update** ***via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.***

Selected Highlights of Analysts' Presentations at

"1991 U.S. IT Spending Outlook"

David Moschella

Senior Vice President, Worldwide Research

•IDC conducted more than 1,800 in-depth telephone interviews with U.S. information processing sites from Nov. 1990 to Jan. 1991. Only 17% of U.S. customers plan to reduce spending, 44% will increase spending and 39% indicated no change. The percentages are not significantly different from previous years' surveys.

•The composition of customer IT spending has changed significantly over time. The share spent internally peaked during the 1970s when the data center emerged as the dominant computing environment. As end user computing has taken hold, the internal share has been slowly, but steadily, shrinking.

•Only about one-third of U.S. customers consider themselves saturated in terms of PC holdings. This bodes well for PC demand, particularly in environments that still have large numbers of terminals.

"Managing Channels for Growth"

Lee Levitt

Director, Distribution Channels

•IDC found that in 1990, one in 10 personal computers were delivered by low-cost channel resellers. IDC expects this to grow to one in five by 1994.

•Superstores will become an important low-value-added segment for small unit quantity purchases of desktop and laptop PCs.

•Dealers will continue to (unprofitably) target corporate business.

•Some dealers, more closely resembling value-added resellers, will profitably automate smaller businesses.

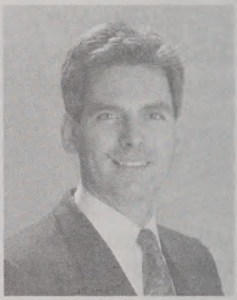
•Systems integrators will offer PC, workstation and networking vendors visibility at the corporate level.

•Workstations will not sell in large quantities through the dealer channel.

"IBM and the MIS Revolt of the '90s: Open Competition in the Data Center"

Frank Gens

Vice President, Technology Investment Strategies Corp.



•Modest mainframe growth and aggressive IBM-compatible competitors have combined to create a large systems environment in which customers are increasingly calling the shots. Since 1988, this environment has been characterized by steep discounts and increased penetration of "IBM shops" by plug-compatible manufacturers.

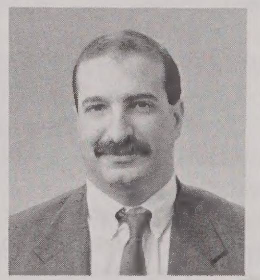
•Competition in IBM shops will not dissipate but will remain extremely tight throughout virtually the entire ES/9000 product cycle—and beyond.

•Intense 370-390-based competition in the first half of this decade, followed by the emergence of Unix-based large systems, offer MIS organizations, IBM and non-370 vendors the opportunity to profitably exploit—or be crushed by—these developments.

"PC Industry 1991: Which Way Will Pay?"

Aaron Goldberg

Vice President, Desktop Workstation Research



•Some of the new technologies that offer the chance for either significant numbers of new users, or, a similar level of usage change: pen computing, image, multimedia, voice recognition and active matrix LCD.

•What's "in" according to conventional wisdom: superstores, 386SX, notebook PCs, Windows and OS/2, client/server, XGA, color laser printers, work group applications and electronic messaging.

•What's "out" according to conventional wisdom: dealers, 386DX, portable PCs, PM and DOS, standalone, VGA, dot matrix, office automation and electronic mail.

Human Resources News

NEW POSITIONS THIS WEEK April 1, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

PROJECT COORDINATOR P/T (IDC)

This part-time position will assist one of the directors of consulting for the Software Research Group. Duties will include editing proposals, tracking subcontractor schedules, preparing presentations, client follow-up as well as administrative activities. Must have demonstrated time management, multiple task management and attention to detail skills. Prior project consulting required.

NATIONAL SALES DIRECTOR (IDG/P)

Responsibilities include selling, development and supervision of the sales force, development and implementation of entire marketing plan, new business prospecting and maintenance of current client relationships for *Sunworld*. Candidates should possess 5+ years top level sales experience including established contacts with clients and agencies. Demonstrated sales management as well as marketing experience required. Travel will be required 50% of the time.

ADMINISTRATIVE ASSISTANT (IDG/P Single Copy Sales)

Single Copy Sales Department is looking for a bright, self-motivated individual to support a staff of 5. Duties will include typing of memos and correspondence, phone support, generation of reports using Lotus 1-2-3 (3.1) and other general administrative responsibilities. Good word processing skills and Lotus 1-2-3 experience is necessary as well as the ability to handle multiple projects.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry/Mary Cornetta	Job Hotline
NWW/TISC	(508) 875-5000	(508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
CW	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: April 1, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Secretary P/T	Research Svcs., Framingham, MA	K. Dinneen	(508)879-0700
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	S. Cincotta	(508)820-8245
WEC	Data Entry Assistant P/T (2 pos.)	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Marketing Coordinator/Asst.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Manager, Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
ITI	Product Marketing Manager	Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Research Intern (temporary)	Framingham, MA	A. Boyd	(508)935-4214
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Resource Coordinator	Framingham, MA	T. Herrmann	(508)935-4566
IDC	Project Coordinator P/T	Framingham, MA	P. Zorfass	(508)935-4694
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
CIO	Eastern Regional Sales Director	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Marketing Manager	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Simmons	(415)978-3267
MAC	Associate Editor	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Copy Editor	*MacWorld*, San Francisco, CA	R. Henrich	(415)978-3238
MAC	Telemarketing Sales Rep.	*MacWorld*, San Francisco, CA	B. Schneider	(415)978-3138
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Framingham, MA	L. McGrath	(508)879-0700
IDG/P	District Manager, NW	*Sunworld*, Redwood City, CA	R. Strukhoff	(603)924-0100
IDG/P	National Sales Director	*Sunworld*, Redwood City, CA	R. Strukhoff	(603)924-0100
IDG/P	Administrative Assistant	Single Copy Sales, Peterborough, NH	S. O'Brien	(603)924-0100

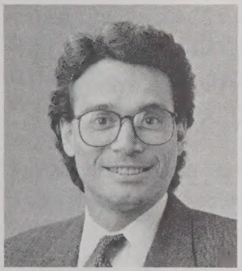
The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

the 26th Annual IDC Briefing Session Series

"The Restructuring of the Computer Systems Industry"

David Vellante

Vice President, Systems and Storage Research



•Standards implemented to date have largely been supplier driven and are just beginning to accommodate customer requirements for truly dispersed systems.

• Industry consolidation is not likely to have an impact on the industry's structure in the near term. Although certain segments of the industry are likely to consolidate, the number of companies supplying the industry will increase.

•Lack of control over key technologies forces U.S. companies to devise strategies that allow access to key components. Manufacturing and R&D partnerships are strategic imperatives for the 90s but will not radically alter end-product market shares.

•The support of increasingly complex systems will continue to be problematic for at least the next few years. During this time vendors will stress their value-added services and systems integration capabilities. Long term, however, more capable tools that empower users to become more self-sufficient will be the keys to major new industry successes.

"Workstation Evolution: Up or Down?"

Vicki J. Brown

Vice President, Systems Research

•A vital factor in the continued double-digit growth of the workstation market is the ability of workstation vendors to move their architectures and technolgy up into the midrange computer sector.

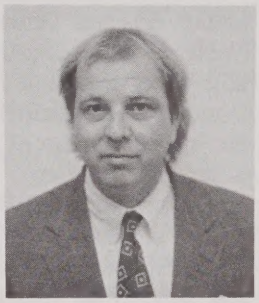
•Nearly 20% of the workstation business last year was non-technical in nature, further evidence of workstations' ability to penetrate beyond the technical market.

•The leading commercial applications, including economic and financial modeling, technical management and support (including publishing) contributed to an estimated $1.4 billion in workstation sales in 1990, or about 20% of the market.

"The Shifting Fortunes of the Networking Industry"

Kim Myhre

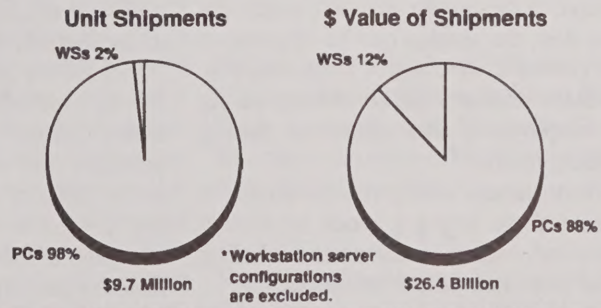
Senior Vice President, Worldwide Consulting



•A shift from traditional markets for data communications to LAN-based networking, an emerging high-value-add/low-value-add market polarization, and the movement of hardware vendors to provide customers with network integration services have altered the competitive dynamics of the networking industry.

•Product maturity and severe price competition have reduced many network hardware products to commodity status. In the interest of maintaining market growth and creating demand for new, more profitable products and services, vendors are exploring new strategies for high-end product development, marketing, and sales and distribution. These strategies are generally based on four strategic network platforms: network integration services, internetwork technology, network management and network applications.

•Over the past few years, a considerable amount of vendor posturing within these strategic areas has taken place. Few customer solutions, however, have yet to emerge.



The U.S. Single-User Market – PCs vs. Workstations* 1990

*Workstation server configurations are excluded.

Workstations comprise only 2% of all single-user systems (PCs plus workstations) shipped in the U.S. But because they cost more than a traditional PC or Macintosh, workstations represent 12% of the $26 billion U.S. market for all desktop systems.

Network World Goes Back to School

Beginning this month at *Network World*, the road to higher education starts at the company's conference room.

Thanks to the efforts of Information Systems Manager **Jack McDonough**, Features Writer **Sal Salamone** and Information Systems Director **Jeff Pennett**, *Network World* employees will soon be able to take selected classes through Boston's Northeastern University without leaving the comfort of their Framingham office 20 miles away.

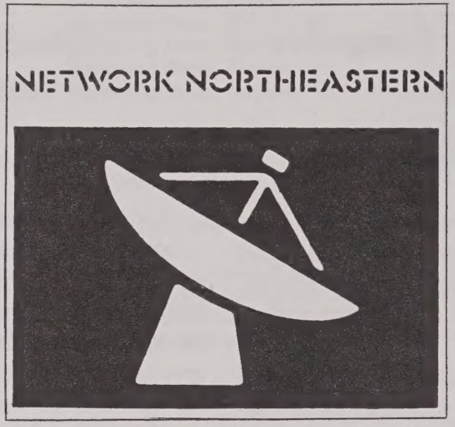
The program, called Network Northeastern and launched by the university in 1983, televises special classes and forums and projects the signal from the roof of Boston's 52-story Prudential Tower to microwave antennas mounted on the buildings of participating Massachusetts companies. Northeastern picks up the cost of installing the microwave dish.

> **"The quality of the available information is fabulous."**
> **-Jack McDonough**

NW employees who sign up for the program will use the television in the conference room to monitor classes. Questions can be telephoned in while the class is in session. If the employee can't watch the class live, the session can be videotaped and viewed at the student's convenience. All class sessions will be viewed during the employee's own time, not during working hours.

Northeastern also provides a courier service three times a week to collect homework and make deliveries, including books and other course materials.

Currently, Network Northeastern broadcasts a wide variety of offerings that include undergraduate classes and graduate courses in electrical and computer engineering, industrial engineering and computer science. The program also offers a videotape library of past courses for a nominal fee, as well as state-of-the art continuing education classes and special seminars in engineering as well as non-engineering subjects such as management and desktop publishing.



Network Northeastern's array of courses is further broadened through its participation in the National Technological University, a partnership of 25 engineering schools across the U.S. that offer master's degree programs and technical seminars.

"The quality of the available information is fabulous," McDonough said.

Features Writer Salamone, who has gone into Boston to take several of the engineering classes, said the courses have yielded a double benefit for him. "Not only have I learned about the technology, but I've also heard from people who have real-life problems and solutions, and I've been able to use them in my stories," he said.

Fees for the program are as varied as the courses, including an individual rate for credit courses, group rates for selected seminars and some free or low-cost forums. The only cost to *Network World* for the program will be following the company's tuition reimbursement guidelines for participating employees.

Close to half of the 50-person staff came to the orientation meeting, and registration is taking place this week. Much of the initial interest is centered on the half-day seminars and other short courses.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVEN YEARS

Richard Fachtan - IDG Germany
Anita Laule - IDG Germany

FIVE YEARS

Hope Winslow - *PC World*
Robert Wells - IDG Australia
Jackie McEwen - IDG U.K.
Gerhard Rainer - IDG Austria
Bill Berghauer - IDG MIS
Simone Fiedler - IDG Germany
Udo Elsner - IDG Germany

FOUR YEARS

Patrick Kwok - IDG Singapore
Susanne Neuner - IDG Germany
Magdalena Koch - IDG Germany
Helmut Achatz - IDG Germany

THREE YEARS

Crawford Delprete - IDC
Gabriele Arioli - IDG Italy
Peter Gruber - IDG Germany
Susanne Arndt - IDG Germany

TWO YEARS

Cheryl Messia - *Digital NEWS*
Patrick Kwok - IDG Singapore
Åke Boman - IDG Sweden
Laura Piras - IDG Italy
Gisela Antonow - IDG Germany
Hiltrud Puf - IDG Germany
Gertraud Wimmer - IDG Germany

ONE YEAR

Lawrence Neves - PCW Central Services
Anthony Picardi - IDC
Amy Rolnick - IDC
Michael Guin - *Digital NEWS*
Vibeke Knudsen - IDG Denmark
Alessandro Degli Occhi - IDG Italy
Martin Milautzcki - IDC Germany

Noteworthy !

Wylie Kaplan has signed on as account executive at *Publish,* responsible for sales in Northern California. Formerly an account executive with *Mobile Office Magazine*, she has a B.S. ED in art. Kaplan enjoys mountain biking, sports of any kind and watercolor painting.

■ ■ ■

Susan Powers is new at *Federal Computer Week.* She comes aboard as assistant advertising coordinator. A graduate of Longwood College, Powers was previously a pricing specialist at Mobil Oil.

■ ■ ■

Francesca Davies has joined the circulation department at *PC World.* As manager of list acquisition she will acquire off-market lists for direct mail promotions. She was previously direct marketing manager at M&T Publishing, where she managed direct mail campaigns for four magazines. Davies received a degree in business from San Jose State University and counts among her interests tennis, bicycling, fly fishing, and "pit-crewing" for the formula Ford auto racing team.

■ ■ ■

Russ H. Hoefer joins IDG Communications/Peterborough as regional manager. He will have advertising responsibilities for *Gamepro* in the Midwest. Most recently Midwest manager for Crain Communications, Hoefer earned his B.S. in business administration from Babson College.

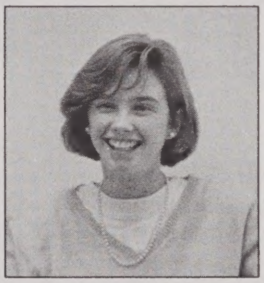
■ ■ ■

Dahlia Schwartz joins *PC World* as administrative assistant, single copy sales. She was previously an administrative assistant in the State of Israel bonds office.

■ ■ ■

Another new arrival at *PC World* is **Anna M. Merraldi** as executive administrative assistant. She will provide support to the vice-president of circulation. Merraldi arrives from Dillon, Read and Co., where she was an executive secretary. In her spare time she enjoys bicycling and music.

■ ■ ■



Lee Pillsbury has joined the International News Group as circulation representative. Her responsibilities will include circulation, promotion, and marketing analysis. Pillsbury arrives from Wellington Management, where as a portfolio manager's assistant she performed research, economic analysis, and administrative tasks. She received her B.A. in economics and psychology from the University of Richmond and enjoys cycling, aerobics and jogging.

■ ■ ■

PC World also welcomes **Bronwyn Fryer** as associate editor. Formerly a free-lance writer and public relations expert, she received her B.A. from the University of California at Santa Cruz. Fryer also has an M.A from the University of California at Berkeley, where she is a Ph.D candidate. She enjoys reading classic literature, writing fiction, singing and hiking.

■ ■ ■

Don Ulsch has accepted the position of director of desktop consulting for IDC's Desktop Computing Group. His primary responsibility will be developing new business opportunities. At one time a professor of journalism at Boston University, Ulsch was most recently vice-president for consulting at the American Institute for Business Research. He received his B.A. in English from the University of Northern Florida and enjoys writing on global intelligence issues and trends.

■ ■ ■

Global Networks welcomes **Mike Altman** as Western regional sales manager where he will be in charge of Pacific and Mountain states. Southern California was his previous territory as regional sales manager for *Electronic Business Magazine.* Altman holds a B.A. in political science.

■ ■ ■

Jack Friend has joined *GamePro* as advertising sales representative responsible for ad sales in Southern California. Formerly in ad sales with Sureau and Associates, Friend received his B.A. in English from the University of Illinois. He likes movies and classical music.

■ ■ ■

Leslie A. Poffenberger joins Information Strategies Group as receptionist. She will also perform general clerical duties. Poffenberger arrives from Tennessee Temple University, where she was an admissions secretary working with incoming students. She graduated from that institution in 1990, receiving her B.S. in Christian Education. She enjoys traveling, cross stitching and tennis.

■ ■ ■

Jeffrey C. Hoopes has joined the IDG Corporate Office as marketing consultant. He was previously national accounts manager at *PC Week*, where he headed up new markets and launched *PC Week*'s demographic editions. Hoopes earned his B.S. in broadcasting and film from Boston University and counts among his interests duck decoy collecting, skiing, marksmanship and antiques.

■ ■ ■

Kristin Kueter has joined the president's office as administrative assistant. Previously a consultant at Kentucky Central Insurance, she received her B.A. in history from Tufts University.

■ ■ ■

Veronique Lamarque has moved from IDG Paris to International Marketing Services in Framingham. An intern at IMS for six months in 1989, she comes to the division this time as a salesperson. She most recently spent five and a half years as advertising director of *Telecoms International.*

Off line

Congratulations to our cartoon contest winner Stephen Hindley and the honorable mention winners below. Remember to watch for next week's "Off line" cartoon.

HONORABLE MENTIONS:

"Acme Coffee Company? Could I change my order to decaf?"
- **Rob Benoit**, ITI

Human Resources soon discovered their new temp agency's half price special was too good to be true.
- **David Sanders**, IDG

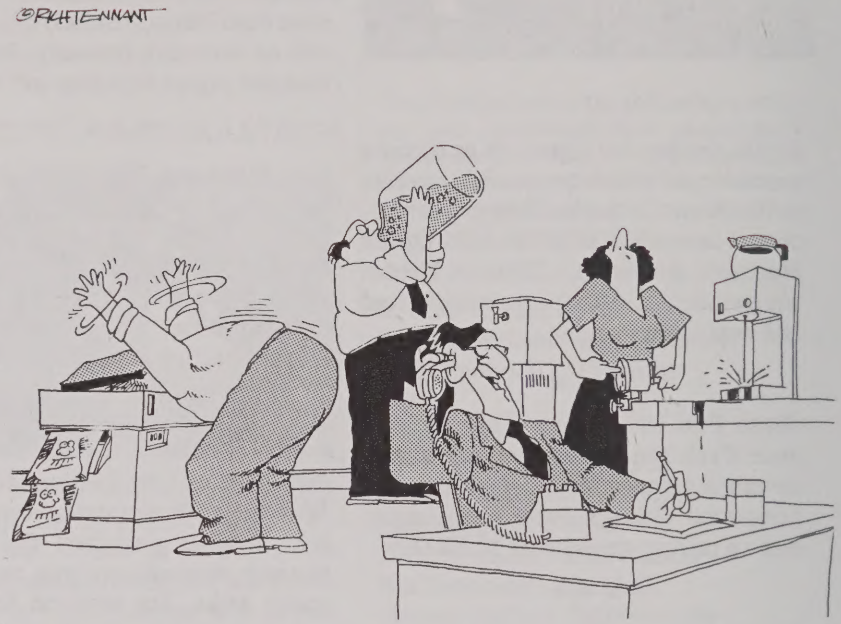
"Yes, we lost all the data, sir, but things are almost back to normal."
- **Lisa Mitchell**, *CW Australia*/Melbourne

Things to do while waiting for OS/2.
- **Patrick Lyons**, InfoWorld Test Center

"Oh of course, business is terrific and the office is really humming along."
- **Tom Mathews**, IDG Human Resources

"So you've lost the disk with the worldwide FY91 budgets and you'd like us to reconstruct them—yeah, no problem!
- **Marvin Angel**, IDG U.K.

It's just another manic Monday!
- **Elizabeth Landendecker**, TISC



"Yes sir, everybody's ecstatic about their transfers to IDC Baghdad."
- **Stephen Hindley**, ITI

Nothing like a Friday afternoon here at IDG!
- **Eve Lieberman**, IDG MIS Corporate

Probably not the "control" group in *Macworld*'s extended electromagnetic radiation study.
- **Mark Cappel**, *SunWorld*, IDG Peterborough

IDG *World Update*

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NEWS EDITOR
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EDITORIAL DIRECTOR
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CONTRIBUTING EDITOR
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VICE PRESIDENT OF OPERATIONS
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IDG World Update **is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

Macworld Expo Tallies Triumphs in Paris and Birmingham, U.K.
- PAGE 2

***SunWorld* Celebrates a Year of Growth and More on the Horizon**
- PAGE 4

IDC's Expertise Centers Feature Pan-European Coverage
- PAGE 6

IDG World Update

VOLUME 21, NUMBER 14 **APRIL 8, 1991**

IDG Briefings Showcase IT Trends

The first-ever IDG Briefing Session kicked off its four-city tour on April 4 before an audience of more than 100 IT "power users" at the Algonquin Club in downtown Boston.

The sessions, titled "Technology Trends and Marketing Challenges for Computer Companies in the 1990s," are designed to showcase the company's knowledge of the IT industry to hundreds of customers of IDG's U.S. publications.

Companies that invest more in IT have better results than those that invest less.
- Pat McGovern

IDG Vice Chairman **Axel Leblois** presented the industry's agenda for 1991, reviewing the economy's effect on the computer industry, the latest forecast of spending for each industry segment, and key international opportunities. Leblois said the worldwide IT market in 1990 was $308 billion, and, for the first time, the hardware portion of the pie was just below 50%.

Leblois also noted that a recent IDC survey of U.S. vendors showed a dramatic difference between how they felt about the economy and how they viewed their companies' health. For example, while not a single respondent saw the economy improving, over 50% said they saw their own company doing so. Leblois projected a 6% increase in U.S. IT growth in 1990-91, which he described as "quite good."

IDC's Senior Vice President **David Moschella** talked on a range of topics, including the increasing dominance of the microprocessor, changes in operating systems, the ascendance of networking and the difficulties of the distribution channel.

IDG Chairman **Patrick McGovern** wrapped up the half-day session on marketing computer products by asking the fundamental question of why companies do buy IT. He answered by presenting new IDG research that shows companies that invest relatively more in IT have better results in both revenue and profit growth than those companies that invested less in IT.

McGovern also introduced the changing buying patterns in the industry, discussing the necessity of reaching the broad range of influences as organizations increase their use of IT for enterprisewide solutions. Finally, McGovern presented new evidence of the effect of advertising in reaching those influences, and the range of IDG products that cover the breadth and depth of information needs.

The session featured a state-of-the-art multi-media system for the presentations that included animated graphics and video segments featuring IDG editors.

With over 1 billion people using computers in the '90s, expenditures will hit $1.1 trillion by the year 2000, according to IDG Chairman Pat McGovern, who addressed a capacity crowd at IDG's first Briefing Session.

Macworld Expo U.K. Brings Show to Birmingham

Macworld Expo U.K. got off to a flying start this year, increasing its attendance figures nearly 30% over last year's show.

Macworld Expo switched from its original London location to the National Exhibition Center in Birmingham. With more than 12,500 visitors registered during the three-day show, the move proved highly successful.

Show sponsors were pleased with the caliber of attendees. Catagorized as business professionals, nearly half were involved in service industries, education and training.

Not surprisingly, Apple dominated the show with an impressive stand. Other companies, like Philips, used multimedia systems to attract attention. One of the most impressive of these was Computers Unlimited, which showed off the company's latest Desktop Video Publishing packages.

Visitors found a number of products on display for the first time, including low-cost printers from Apple and software upgrades from Claris. Throughout the event exhibitors reported substantial new business and potential new customers.

(L to R) Terry Chellew, Pat McGovern, Guy Phillips, Steve Johnson, Managing Director of Claris U.K. and Cherif Moujabber

Show organizer **Sally Preston** said, "One of the main advantages of moving the show from London to Birmingham has been the range of facilities available through the National Exhibition Center. The Expo has produced a very high quality and quantity of new leads and is set to be even bigger and better next year."

Macworld Expo U.K. will be held in the same location March 17-19, 1992.

WEC Europe Debuts Macworld Expo In Paris

Making its debut at CNIT Exhibition Center in Paris, Macworld Expo attracted 24,137 attendees from 37 countries. The largest group of attendees outside France came from the U.S., Belgium and Switzerland.

Excitement and intrigue mounted as word was spread about the premiering Macworld Expo at Germany's annual CeBIT show. One American attendee heard about the upcoming event and flew directly from Hannover to Paris in order to set up booth space. Short of time, the exhibitor simply posted bills on the walls of his otherwise empty booth and greeted prospective clients and attendees.

More than 100 companies were represented at the two-day show.

MACWORLD EXPOSITION

The conference started with a press breakfast for 25 local trade journalists, and each day hosted open sessions with Apple Director Barry Schiffnan speaking on the second day.

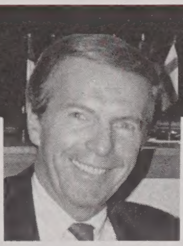
According to World Expo Corp./Europe Vice President **Patrick Dexyl**, "The Marketing Director from WordPerfect was so pleased with the show that he asked to have the same spot and same space next year."

According to Edit Expo International who handled the Exhibition side of the show, the show was a smashing success and they have already booked space for next year's show.

Dexyl affirmed this by noting, "The show floor will double in size next year as exhibitors have already requested space."

On line

ASK BILL



Q IDG just posted an incredible growth in everyone's E.S.O.P. holdings for FY '90. Can you explain why the value of the company increased so dramatically in one year, and what is the likelihood it will ever happen again?

A The valuation of the company is done by a worldwide appraisal firm, Marshall & Stevens, Inc. The valuation is based on a three-part formula weighting historical earnings, currents earnings, and discounted future earnings. Other factors such as industry growth, share of market etc., are factored into the valuation formula.

In that IDG's pre-tax profit in 1990 more than doubled, the value of IDG shares increased substantially. Further, once you have a strong historical earnings trend combined with strong current earnings, the value of discounted future earnings increases — all of this has a favorable impact on the valuation.

Now that IDG has reached "critical mass," the opportunity to increase margins is enhanced since we have the opportunity to expand and add properties without significantly increasing "fixed costs." So, the likelihood of IDG continuing to increase in value is a given; to show rates of growth comparable to FY '90 is unlikely since it is unrealistic to expect companies our size to double earnings every year.

Q In a prior "Ask" column of *Update*, you said one of your responsibilities was risk management. What is risk management?

A Risk management is the art of avoiding unpleasant financial surprises. The traditional form of handling risk management is through acquisition of insurance coverage perhaps combined with some self-insurance to provide for any liability judgments or property loss by the company. In IDG's case, risk management extends to investment portfolio diversification and hedging of foreign currency exposure.

Q From a financial point of view, what was the smoothest, most successful launch to show a profit that you can recall?

A During the last 10 years, I would say *Macworld* was the smoothest and most successful launch we have had of properties which are now over $20 million in revenues. Under $20 million I would give the nod to *CIO* which was successful and profitable from the time it was launched.

Q Are 30-60-90 reports a common practice in the business world? Why are they so important?

A The 30-60-90 day forecasts are quite common. In fact, in a publicly held company they should be mandatory in that there is a requirement to constantly update quarterly earnings projections. At IDG they provide an "early warning" system on problem areas so that mid-course correction can be made, if possible.

These forecasts are also factored into a constantly revised year-end projection which is distributed to the Board of Directors of IDG, so needless to say, we want quality input from everyone involved in the process.

Q Can employees borrow against their E.S.O.P. balances? If so, is this wise?

A Employees can borrow against their E.S.O.P. balances. Whether it is wise or not is up to the circumstances of the employee. There are restrictions madated by the U.S. Department of Labor which must be complied with and which can be explained to you by the Human Resources people.

Q What would the impact on the E.S.O.P. be if you, Walter Boyd and half a dozen other long-term employees all retired tomorrow?

A There would be no impact on the E.S.O.P. if any long-term people retired.

Q If IDG should sell off a (major) business unit, how would such a sale affect the E.S.O.P.?

A I cannot conceive of the circumstances under which IDG would sell off a major business unit other than if the unit had major unsolvable business problems. If that were the case, any sale could only have a positive impact on the value of the E.S.O.P.

Q What are the E.S.O.P. rules and regulations that apply when an IDG employee leaves the company?

A Since the procedures are clearly spelled out in a document, I will refer you to your HR Director rather than taking up space in this column.

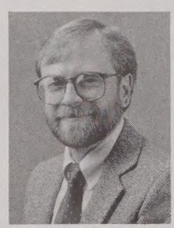
■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to* IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.

SunWorld's Staff Reflects on a Year of Growth

Spotlight

The March 1 anniversary of IDG's acquisition of *SunTech Journal* marked a year of tremendous accomplishments by a dedicated bicoastal staff. Published by IDGC/Peterborough under the direction of President **Roger Murphy**, *SunTech Journal* officially became *SunWorld, the Independent Journal of Sun and SPARC Systems*, with the March 1991 issue.


John Barry

In the past year, *SunWorld* went from quarterly to monthly frequency and more than doubled its audited circulation from 21,000 to 50,600. Copies sold directly to Sun every month increase the total reach to 62,690.

"*SunWorld* has clearly established itself as the number one book in the Sun market," said Publisher **Roger Strukhoff**. "We've added several thousand new strategic decision makers to our readership, diversifying the title to reach not only the technical early adapters but also the true cross-section of buyers and users in the industry."

Ramping the magazine up for monthly publication was not an easy task, but *SunWorld* has seamlessly integrated Sun systems, Macintoshes and DOS machines into its production effort while always mailing on time, thanks to Managing Editor **Joseph Fatton**, Art Director **Marilyn Fletcher** and Production Assistant **Brenda Ellis**.

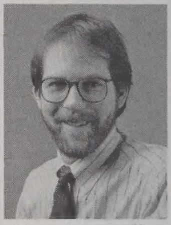
"*SunWorld*'s readership is 100% involved in the purchasing process," said General Manager and Circulation Director **Frank Smith**. "We took a crumbling file from Sun, which had been audited early in 1989 but was then untouched for several months, and added 38,000 new readers by the end of 1990, all BPA-audited and qualified within the one-year time frame." Smith relied heavily on Audits & Statistics Manager **Cecile Giguere** to comply with the BPA audit during the difficult transition of the circulation function from Sun to IDG. Giguere also ensured the magazine's certification for second class postage. Giguere is part of IDG's corporate circulation and development team, led by Vice President **Bonnie Welsh Carroll**.

Smith teamed up with Newsstand Promotion Manager **Debbie Walsh** and Direct Sales Representatives **Carol Eva** and **Bonnie Nannini** to add a targeted single-copy effort to the mix, rolling out the publication in more than 800 high-tech bookstores and computer stores in the U.S. beginning with the April issue. *SunWorld* also has an exclusive card-in-the-box program with Sun Microsystems that will soon facilitate growth of paid circulation.

Smith also worked with IDG Peterborough Vice President/Production **Dennis Christensen** and Production Director **Sue Gross** to transfer the printing and mailing of the magazine without missing a beat from a Midwest-based printer to one in Pennsylvania.

***SunWorld* draws upon the talents of IDG Peterborough's corporate team. (L-R, front): Sue Gross, Bill Boyer, Bonnie Nannini and Debbie Walsh. (Back): Roger Murphy, Bonnie Welsh-Carroll, Nancy Mallette, Christine Syrene, Tammy Ladow, Carol Eva and Dennis Christensen.**

EDITORIAL GROWTH


Martin Hall

"The success of Sun's open systems approach to computing is reflected in the editorial growth of *SunWorld*," said Editor-in-Chief **John Barry**, who is located at *SunWorld*'s editorial headquarters in Redwood City, Calif. "We've added several top writers, including **Dave Taylor**, our editor-at-large, **Gary Shelef**, an Ann Arbor, Mich.-based consultant, and former Editor-in-Chief **Mark Hall**, who is now a book editor at Springer Verlag in Santa Barbara, Calif."

Another key contributor based in Peterborough, **Mark Cappel**, is the former editor-in-chief of one competitor, *Sun Observer*. He is responsible for news and products coverage and handles special supplements.

Barry also said the editorial review board, led by IDG/Peterborough Director of Technology Research **Jeff DeTray**, "has been instrumental in working with Features Editor **Bill Kennedy** to guarantee technical integrity, accuracy and focus."

Outside the IDG arena, Barry and Hall are co-editors of *Sunburst*, a comprehensive history of Sun Microsystems published in 1990 by Contemporary Books. *Sunburst* was on Silicon Valley and Bay Area (Calif.) best-seller lists for several weeks after its debut.

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IDG World Update

Want to know what's going on at the top? Just ask! Every week, chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and vice president/finance Bill Murphy take turns answering your questions in the On line column. Make sure YOUR question is answered by writing down your question in the space provided below and returning it to IDG World Update, 41 West Street, Boston, MA 02111 or via fax (617) 423-0712.

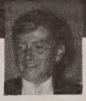
On line
ASK PAT

☐

On line
ASK AXEL

☐

On line
ASK WALTER



☐

On line
ASK BILL

☐

Human Resources News

NEW POSITIONS THIS WEEK April 8, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SENIOR ANALYST , PC HARDWARE (IDC)
Requires a self-motivated individual with strong writing, interpersonal, analytical and computer skills. Knowledge of PC spreadsheet (Lotus, Quattro), Database (Paradox) and word processing (Wordperfect) software is needed. Responsibilities include writing weekly market news/analysis, author research reports and bulletins, answering client inquiries, constructing market forecasts, maintaining databases and contributing to custom consulting projects. Minimum of 2 years experience required.

MANAGER OF INFORMATION RESOURCES (ISG)
Responsibilities include performing automated and manual research for the purpose of assisting and supporting the research staff in answering client inquiries, writing publications and doing custom research projects. Dialog and CBD experience a must. CD-ROM experience helpful.

EDITOR (IFW)
This highly visible position reports directly to the Editor-in-Chief and manages the entire news staff, Art and Reviews departments. Requires a minimum of 10 years news and management experience, and extensive experience in the computer journalism industry. B.A. in Journalism, English or associated educational background is helpful.

EXECUTIVE EDITOR (IFW)
This highly visible position is responsible for timely coverage of all Reviews and Comparisons of the PC market, management of the Reviews Editorial Staff and requires four years PC journalism experience and involvement with the PC industry. Must possess strong editing and organizational skills and experience dealing with writers and artists. B.A. in Journalism or equivalent experience is helpful.

TECHNICIAN (PCW/CS)
Will provide technical support to all PCWCI personnel. Responsibilities include equipment repair, network and wiring, training, preventative maintenance, and system configuration. Candidate must be organized and capable of multitasking, possess good communication skills and enjoy a high degree of independence. Requires a good working knowledge of PC, Mac peripheral hardware, operating systems, networking, electronic mail and applications software. Specific knowledge in PC/MS-DOS, WordStar, Lotus, Word, dBase, communications packages, Mac system and finder, and various Mac applications are a must. Knowledge of standard computer and LAN architectures and interfaces, ac wiring and basic electronics are also required. Must have ability to use standard diagnostic and electronic tools, and interpret building wiring schematics and space plans.

STAFF WRITER (CWPI)
This technically oriented position focusing on PC hardware and software will develop early evaluation and first-user reports of PC products with general interest to the Computerworld audience. Responsibilities will include working with senior staff members in targeting upcoming and recently released products, developing early access to product demonstrations, maintaining close contacts with developer companies and identifying early users of key products, and pursuing news and section stories in the PC area as assigned. Requires college degree, two years experience in the computer publishing field, and demonstrated writing skills and expertise with PC products.

NEW PRODUCT WRITER (CWPI)
Responsibilities include reviewing new product material, coordinating production of all new product copy, acting as central contact for vendors making submissions of new product material, screening new product releases, establishing vendor contacts, maintaining new product database, verifying information in vendor product releases, editing weekly new product pages in systems and software, PCs and workstations, and networking sections. Undergraduate degree required, preferably in English, Journalism or Computer Science.

ADMINISTRATIVE ASSISTANT (IMI)
This position supports the Sales Account Manager (s) and Marketplace Sales Rep in all facets of advertising sales, to include clerical support, office support, customer service and general support as needed. Must possess computer skills, Mac preferred, type at least 55-60 wpm, have a pleasant phone etiquette, and work well under pressure in prioritizing work load.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: April 8, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Secretary P/T	Research Svcs., Framingham, MA	K. Dinneen	(508)879-0700
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Marketing Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Circulation Assistant P/T	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
ITI	Product Marketing Manager	Framingham, MA	S. Perry	(508)935-4407
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Resource Coordinator	Framingham, MA	T. Herrmann	(508)935-4566
IDC	Senior Analyst	Framingham, MA	B. Stephen	(508)935-4269
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
ISG	Manager of Information Resources	Washington, D.C.	A. Clements	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Executive Editor of Reviews	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Marketing Manager	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Simmons	(415)978-3267
PCW/CS	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
IMI	Administrative Assistant	*Publish*, San Francisco, CA	P. Liu	(415)978-3263
MAC	Associate Editor	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Copy Editor	*MacWorld*, San Francisco, CA	R. Henrich	(415)978-3238
MAC	Telemarketing Sales Rep.	*MacWorld*, San Francisco, CA	B. Schneider	(415)978-3138
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Framingham, MA	L. McGrath	(508)879-0700
CWPI	Regional Sales Manager	*CWPI*, Framingham, MA	K. Harold	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	P. Bartolik	(508)879-0700
CWPI	New Product Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
IDG/P	District Manager, NW	*Sunworld*, Redwood City, CA	R. Strukhoff	(603)924-0100
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Barry has authored and co-authored several other books and is awaiting the release his latest solo effort, *Technobabble*, a compendium of his popular "/lex" columns from *SunWorld*. The columns take a lighthearted but scholarly look at the barrage of computerese endemic to the market.

Technical Editor **Martin L.W. Hall** is working with **Lauren Black**, director of the InfoWorld Test Center, to establish an area within the test center to handle workstation reviews. The official announcement of SunLabs will take place later this spring.

AND REVENUE GROWTH

Record revenues have been posted with the May issue, which booked almost $250,000 in ads a week before press time. Advertising Coordinator **Linda Bussiere** has coordinated an increase in annualized billings of more than 500% since the acquisition. She's worked with Director of Credit **Bill Boyer**, Credit Supervisors **Christine Syrene**, **Nancy Mallette** and Credit Administrator **Tammy Ladow** to book an array of international advertisers and to keep bad debt to an extremely low level. Bussiere was assisted in ad production management in the early months by Mike Maynard, now IDGC/P's corporate production coordinator.

F. Genovese

Bringing all this new business to IDG have been the tireless district sales managers: **Frank Genovese** in Totowa, N.J., **Robert Sawdon** in Dallas, **John Sieling** in Redwood City (who recently accepted another position at IDG), **Beth Dudas** in San Juan Capistrano, Calif., and part-time Sales Associate **Wendee Hayman**.

Beth Dudas

In addition, the most recent SunDeck, a high-response card deck mailed quarterly, booked more than $50,000 in revenue. Ancillary Services Manager **Doug Apelian**, who is responsible for the deck, has also added several new advertisers in the SunSource, a classified advertising section that he created from scratch.

Reprints, a popular item given the authoritative nature of the feature material in *SunWorld*, are another revenue source.

MARKETING MAGIC

The *SunWorld* sales and marketing staff prides itself on staying close to its customers in the field. During the first quarter, Strukhoff traveled with the district managers to virtually every major client of the magazine, plus several new prospects.

Assisting in this team effort are Administrative Assistant **Sue Donohoe** and Marketing Manager **Chris Anne Wheeler**. Donohoe works closely with the district managers and also keeps track of several international contacts who will increasingly participate in the globalization of *SunWorld*.

Wheeler, who produces a publisher's newsletter and other materials, orchestrated *SunWorld*'s attendance at close to a dozen trade shows late last year. She also organized an "anti-press conference" in January at UniForum in Dallas, at which manufacturers and resellers asked *SunWorld*'s editors pointed questions about the magazine's direction and strategy. SunWorld announced its name change at UniForum and held a reception that was well-attended by key players in the market.

***SunWorld's* N.H.-based staff (L-R, front): Jeff DeTray, Sue Donohoe, Mark Cappel and Chris Anne Wheeler. (Back): Linda Bussiere, Douglas Apelian, Roger Strukhoff, Frank Smith, Joe Fatton, Marilyn Fletcher and Bill Kennedy.**

SUNWORLD EXPO

IDG's intent to globalize the title includes plans for SunWorld Expo. Organized and produced by World Expo Corp. and sponsored by *SunWorld*, this series of international trade shows will debut in Santa Clara, Calif. April 6-9, 1992.

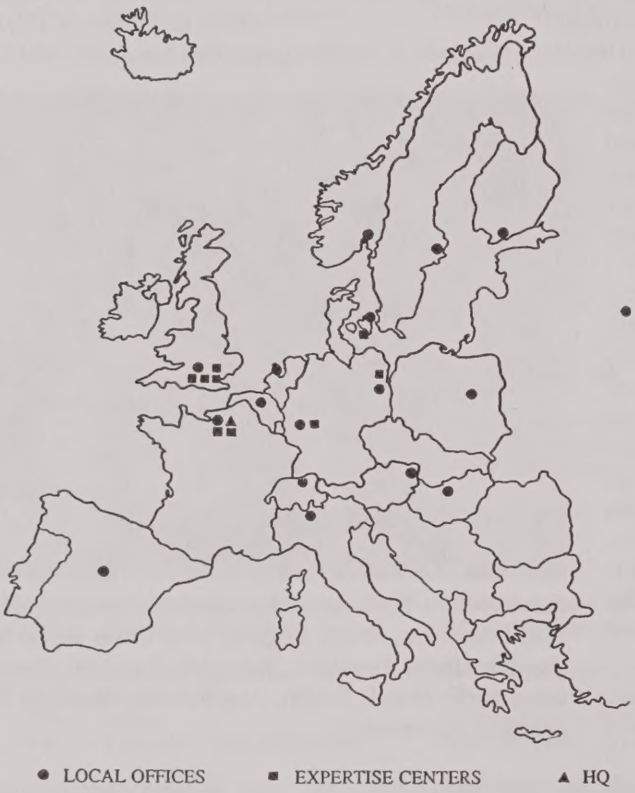
Show Manager **Ron Toran** reports that floor space for the first show is already one-third sold. "The need for a first-class show in the workstation market is readily apparent," Toran said. "We will produce these major events globally, something only a company with IDG's worldwide resources can accomplish." WEC and *SunWorld* will work jointly to sell exhibition space, organize the conference and produce a show guide. Advertising for SunWorld Expo will appear in every issue of *SunWorld* beginning in May.

Strukhoff and WEC President **Cherif Moujabber**, Vice President/North America **Richard Caplan**, Vice President/Europe **Patrick Dexyl** and Vice President **Bill Sell** garnered a tremendous coup during negotiations with Sun executives. SunWorld Expo has been endorsed by Sun Microsystems' CEO Scott McNealy, and a letter expressing this endorsement will be mailed with SunWorld Expo promotional material.

Other 1992 events are scheduled for Germany, France, the U.K., Japan and Australia.

IDC Europe Offers Tailored Services

Europe is quickly becoming the largest IT market in the world, with growth expected to reach an 11% annual rate by year's end. In order to continue to be the leading information provider to IT vendors worldwide, the research organization at IDC has, over the last year, undergone a complete restructuring. One of the results of this decentralization has been the formation and coordination of local Expertise Centers.



Each Expertise Center is a pan-European research group responsible for the development and supply of one or more of IDC's services.

There are nine centers in four countries. These include the European PC and Peripheral Center, European Multiuser Center, European Executive Center, and European Distribution Center (London); European Software and Services Center, and the European Network Center (Paris); European Unix Center (Copenhagen); European Strategies for Open Systems Center (Frankfurt) and Eastern European Center (Berlin).

Expertise Centers are designed to collect information developed centrally from IDC Framingham's database and add pan-European insight to local market trends provided by 17 IDC European country offices.

Vice President of European Research **Jim Beveridge** noted, "Expertise Centers differ from IDC country offices in that their key product lines are fully integrated worldwide. They conduct worldwide product line research and administer that information on a pan-European level."

According to IDC Europe President **Roberto Masiero**, there are four steps to meeting the new and more complex demands of customers. IDC Europe's mission is to provide a true European-wide coverage through a network of strong local operations, continuously investing in developing and updating pan-European databases, wider-ranging specialized skills in all key IT business areas and using first-class researchers.

Although many of IDC's European researchers and consultants are already well-known and respected in the industry, IDC Europe is continuing to invest in order to attract more leading consultants with specific industry experience.

IDC Europe, located in Paris, is the headquarters for all of the IDC European offices. Its role is to coordinate and control the activities of local offices and Expertise Centers and guarantee the integration and consistency of research, both at local and pan-European levels.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Nancy Mallette - IDG/C Peterborough
Ursula Sauter - IDG Germany

ELEVEN YEARS
Ernst Seyfert - IDG Germany

TEN YEARS
Barbara Hill - *Network World*
Helga de Gregori - IDG Germany

NINE YEARS
Claudia Marwede-Dengg - IDG Germany

EIGHT YEARS
Paul Boule - IDG/C Peterborough
Penny Rigby - *Macworld*
David Grober - *Digital NEWS*

SEVEN YEARS
Karen Wallace - *Network World*

SIX YEARS
Vivian Mattila - IDG/C Peterborough
Joachim Herbert - IDG Germany

FIVE YEARS
Nelson Manthorpe - IDC U.K.

THREE YEARS
Patricia Boylan - IDC
Sachiyo Masumoto - IDG Japan
Lotte Davidsen - IDG Denmark

TWO YEARS
Rafael Perez - IDG Venezuela

ONE YEAR
Carla Barker - IDG/C Peterborough
Tim Warner - *Macworld*
Hans Königes - IDG Germany
Andrea Piontek - IDG Germany
Alfred Poschmann - IDG Germany

Noteworthy !

Jeffrey Fuchs joins PCW Office Services as office services assistant. He will handle U.S. mail-related tasks for the company. Previously a self-employed surface engineer, Fuchs holds a B.A. in English from San Francisco State University.

■ ■ ■

Suruchi Mohan joins *InfoWorld* as copy editor. Previously a free-lance writer and editor, she holds an M.S. in mass communications and an M.A. in English. Mohan interests include music.

■ ■ ■

Suzanne Young has joined *Macworld* as account manager in charge of Northwest/Bay Area sales. Most recently in sales with Ziff-Davis, Young has four years' previous experience with IDG at *Macworld* and *Mac Today*. She is a graduate of Mills College and enjoys reading and travel.

■ ■ ■

Global Networks announces the arrival of **Michael J. Altman** as Western regional sales manager in charge of advertising sales for the Pacific and Mountain states. He arrives from his position as regional sales manager at Cahners Publishing Co., where he helped launch *Electronic Purchasing*.

■ ■ ■

Stan Corker has accepted the position of director, removable storage research, at IDC. He was most recently director of sales and marketing at Overland Data, Inc., where he was in charge of the sales and marketing of nine-track tape subsystems for PCs. Corker received his B.Sc. in computing science from the University of Essex, England.

■ ■ ■

Cathy O'Leary Hayes joins CIO Publishing, Inc. as director of marketing. She will be responsible for marketing strategy, market research, public relations and promotional programs for *CIO Magazine* and the Perspectives Executive Conference Series. Hayes arrives from Dun & Bradstreet, where she was director of communications. She received her B.A. in English and journalism from Framingham State College and enjoys reading, photography and skiing.

Dial Up a Hot Job

Despite these recessionary times, IDG's U.S. business units find themselves hiring many new employees. In order to efficiently respond to inquiries, the Human Resources Department in Framingham has created a job hotline: (508) 935-4406.

Useful to callers from both inside and outside the company, the recorded message by H.R. Assistant Betsy Buma lists the positions currently available at IDG. Buma tells callers where to send their resumes and assures them that all applicants will get a response.

"The main switchboards also connect people inquiring about jobs directly to the hotline, so they can quickly get the information they need," Buma said. Since the hotline handles general information, staffers are available to respond to specific questions in person.

Job hotlines have been a successful addition on the West Coast, with *Macworld* starting the trend about two years ago.

FCW Holds Second Annual Readers' Awards

For the second year in a row, *Federal Computer Week*'s readers rose to the challenge and nominated an impressive array of people in the U.S. government systems community for the Federal 100 Reader's Choice Awards.

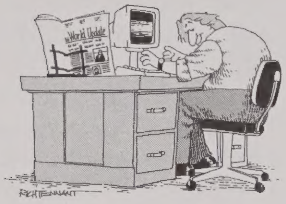
Co-sponsored by FOSE 91, the federal information systems conference, the awards recognized significant contributors to the development, acquisition or management of IT in the federal government.

FCW included profiles of 100 winners and seven judges in a 58-page supplement in the February 25 issue. On March 5, 450 people attended a gala banquet in Washington, D.C. to honor the winners. Twenty-two tables were sold to corporate sponsors, five more than last year.

***FCW*'s Vice President of Operations Randee Rubin (foreground, left) and Managing Editor Anne Armstrong (right) mingle with guests.**

Off line

Win Your Own

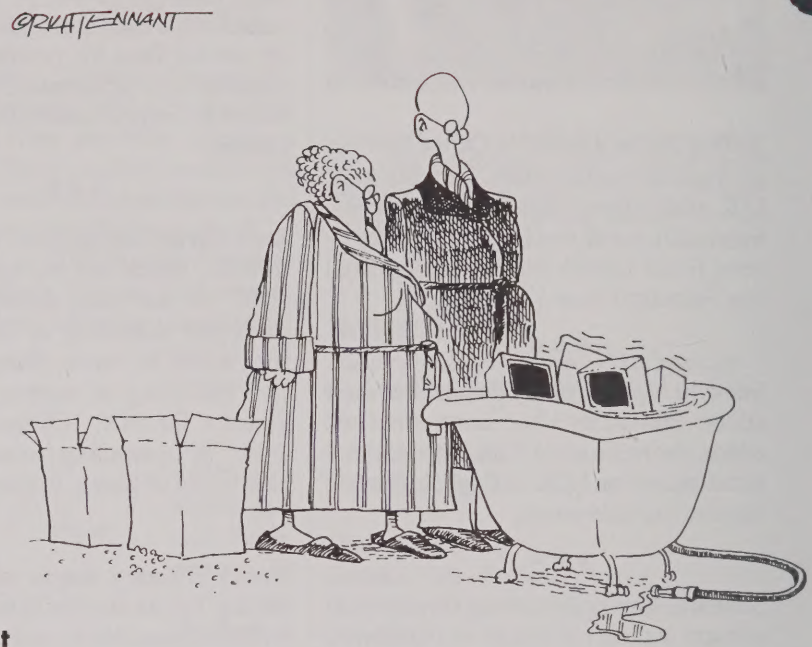


Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 7. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!



IDG World Update

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***World Update* Talks With *Computerworld's* Design Consultant**
- PAGE 2

We've Got You Covered: A Retrospective
- PAGE 4

Publications Tally Impressive List of Design Awards
- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 15

APRIL 15, 1991

design

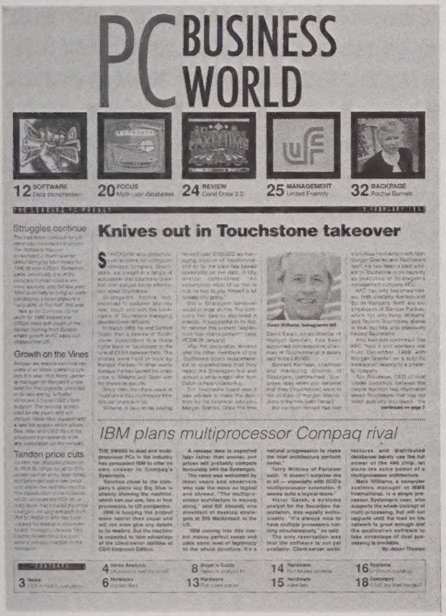
di-zine\v 1: to create, fashion, execute or construct according to plan 2: to draw, lay out or prepare a design

Special Issue on Design

The process of designing an IDG publication varies from country to country. Some publications have a large art department with several informational graphics specialists, others are shaped by editors who also wear production hats. This week, World Update *takes a closer look at some of the issues surrounding design.*

PCBW Redesigns To Target Readership

IDG U.K. embarks on a new frontier this week with the redesign of *PC Business World.*



PC BUSINESS WORLD

12 SOFTWARE Data compression

20 FOCUS Multi-user databases

24 REVIEW Corel Draw 2.0

25 MANAGEMENT United Friendly

32 BACKPAGE Rachel Burnett

Struggles continue

Knives out in Touchstone takeover

Growth on the Vines

IBM plans multiprocessor Compaq rival

Tandon price cuts

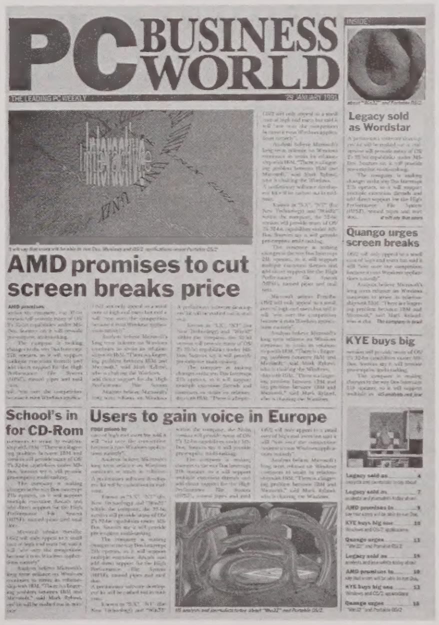
Out with old...

Editor-in-chief **Mike Magee** said studies by market research firm Banner showed that *PCBW*'s old format was not achieving the market share its news and features content deserved.

"This redesign is aimed at giving *PC Business World* a look that better matches its niche of corporate PC buyers," said General Manager **Terry Chellew**.

"Our news content is highly regarded in the U.K., and we didn't feel we should do more with the redesign than build on our existing editorial strengths," Magee said. "We all felt the previous design was too light and fluffy to be of real use to our audience. The new design has a more serious, heavyweight and corporate feel to it."

The design was created by an outside consultant and refined in concert with the entire *PCBW* editorial team. During the past six months, while *PC Business World* and *Macworld U.K.* were without an art director, the production and copy desk staff did yeoman's work carrying the extra load. Magee said he is in the process of recruiting art directors for both publications.



PC BUSINESS WORLD

THE LEADING PC WEEKLY

29 JANUARY 1991

INSIDE

Legacy sold as Wordstar

AMD promises to cut screen breaks price

Quango urges screen breaks

KYE buys big

School's in for CD-Rom

Users to gain voice in Europe

...in with the new mock up.

Veteran Designer Shares Thoughts on Craft

IDG World Update *spoke recently with design consultant Ronn Campisi on his design philosophy and his 1987 redesign of* Computerworld.

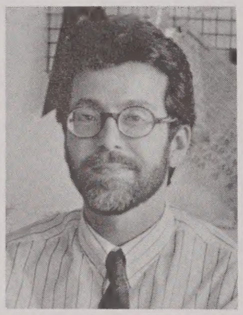
Ronn Campisi specializes in publication design of newspapers, magazines and books. Formerly design director of The Boston Globe *for 10 years, where he won more than 300 awards for his work, including a Pulitzer Prize, Campisi opened his own design studio in Boston five years ago.*

He has lectured at the Smithsonian Institution (Washington, D.C.), the Boston Computer Society and the British Design and Art Direction Association (London), among other organizations, and judged numerous prestigious design competitions.

Computerworld *Editor-in-Chief **Bill Laberis** selected Campisi for CW's major redesign in 1987 because "he has impeccable qualifications, and I felt it was important to have him close by [10 miles away] to make it easier to transport pages and proofs." Campisi continues to serve as a consultant to CW's art department.*

***WU:* What's your general philosophy of page layout and design?**

RC: My basic philosophy about newspaper and magazine design has less to do with specific designs and more with the structure of how it should work. The way people read has changed dramatically: there's more information, less time. To compensate, stories are much shorter, broken up into sidebars, boxes, callouts, charts and diagrams. Stories themselves are becoming less linear: there's less of a beginning, middle and end. The designer breaks these stories into all these different components and the reader pieces them together and creates his own narrative. He can jump into the parts of the story that interest him most.



Ronn Campisi

The difficult part becomes putting it together in a way that you don't create an incomprehensible mess. And that means mainly dealing with the typography. I concentrate on the typography and the underlying structure, the grid, and then give it a look and a feel, tone and attitude, that appeals to the given audience.

***WU:* How has your philosophy been incorporated in *Computerworld*?**

RC: Before, *CW* was very tightly formatted so that every week the front page looked the same, with a narrow teaser strip on the side, a feature story and special report in the same place and space for perhaps three other stories. Inside, there was no consistent way of handling the sections. Many sections looked different from each other, as if the reader was suddenly in a different publication. I tried to make it consistent, yet build in more flexibility, so that no matter where in the book you were you'd still know it was *Computerworld*. Different things within the sections changed so that you knew you'd be in a different section, not a different publication.

I also tried to get the sections themselves to pop out more. Before, almost everything tended to have equal weight and pages ended up being rather gray. Now, the design stops you more, there's more of a signal when a new section starts. The four red stripes on the cover are repeated inside, which builds up a graphic identify that is really important.

In addition to using computer graphics more, the addition of color was a big change. When we first started, color was mainly in the informational graphics and not in the photographs. As more research was done, it showed readers like color and the more color the better. I think there is a danger of using too much color, however, then you start looking like a comic book.

***WU:* Do business publications pose different challenges from consumer magazines?**

RC: I'm not sure that matters one way or another in terms of a design solution. I think what is difficult is trying to create a system of design that a lot of people can put together efficiently and quickly so they can concentrate on the stories that they're trying to get across and still have it look like the same publication every week.

***WU:* How much do you have to know about the subject of a publication?**

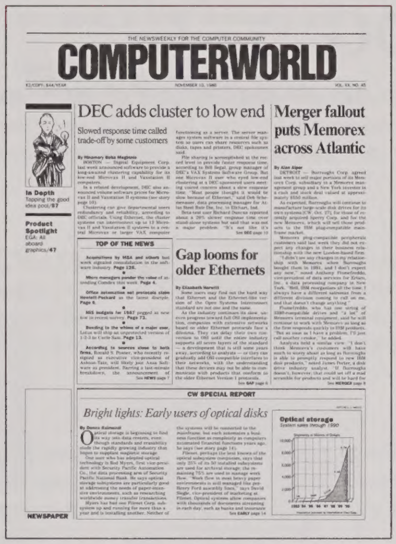
RC: I usually depend on the publication for that information. Generally, the clients have already done a lot of research by the time I come in. They know who their audience is and if they want to make editorial changes in terms of content or sectioning. So, the first part of what I do is get access to that research, find out how the publication is put together, and talk with the editor or publisher about what they want to improve upon. Then I take that information and come back with a prototype.

***WU*: Are there certain design elements that are particularly important in IT publications like *CW*?**

***RC*:** One thing you want to get across is a sense of newsiness, that it's filled with information. You don't want it to appear too soft. You also want to have a good mix of news, analysis and features. You try to clue the reader in about what's what in the publication. If you begin to use illustrations or photographs that are too large, that signals the reader that it's a featurey, soft publication. There's a tendency to make the informational graphics too large for the amount of information they contain.

***WU:* IDG publications come in many shapes and sizes, but do you think the typical IDG reader prefers a certain format?**

RC: I don't know. A lot of it is intuitive, a lot has to do with the type and the way you create a look. There are some real obvious upscale/downscale kinds of things and other things that aren't obvious. Downscale means brighter, saturated colors and bolder typography; upscale means muted, more complex colors and classical type. Appealing to intelligent people generally means an upscale image, but you have to mix it up with this other stuff so that there's a liveliness and an energy to it, so that you create tension within the pages. Otherwise it gets boring and doesn't look like news anymore.


THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

COMPUTERWORLD

DEC adds cluster to low end

Slowed response time called trade-off by some customers

Merger fallout puts Memorex across Atlantic

TOP OF THE NEWS

Gap looms for older Ethernets

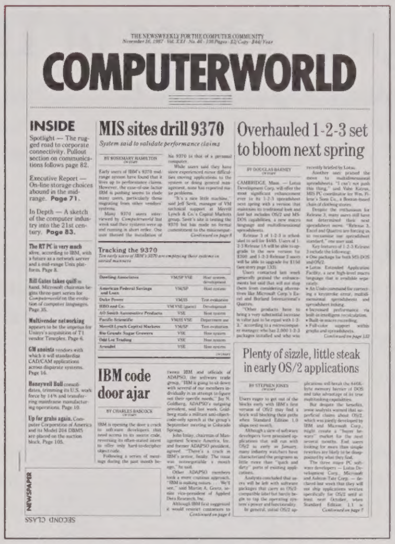
CW SPECIAL REPORT

Bright lights: Early users of optical disks

Optical storage

NEWSPAPER

Before: November 10, 1986


THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

COMPUTERWORLD

INSIDE

MIS sites drill 9370

System said to validate performance claims

Overhauled 1-2-3 set to bloom next spring

Tracking the 9370

IBM code door ajar

Plenty of sizzle, little steak in early OS/2 applications

NEWSPAPER

SECOND CLASS

After: November 16, 1987

***WU:* You've talked about the present design trend of compartmentalizing. What does your crystal ball say about future design trends?**

RC: I think it's going to be more of the same kinds of things that are going on now, breaking up stories more and more, maybe relying less on info graphics and more on what I would call "factoids" or informational boxes where there are components of the story that are done just with text: bulletted items that are broken out of the story, not necessarily things that are plotted or charted out. The actual story becomes more visual, almost like a map.

The hard part of all of this is going to mean that editors and designers are going to have to work much more closely. In the past writers could write whatever they wanted and hand it to a designer who would get a photograph and make it look good. Now and in the future, editors and writers have to start thinking more visually about how they can tell their story by breaking it up into these pieces. But then that's going to have to be closely coordinated by a designer or a layout person, so that every story isn't doing the same thing and you don't end up with a newspaper filled with 4,000 boxes and nothing else.

***WU:* When you do a redesign, what guidelines do you leave for the client?**

RC: I usually give the client complete documentation, all the type designs and styles and what typefaces to use in what places. We usually have a series of meetings so that everyone understands how different parts of the paper work and how they should function.

***WU:* As an outside consultant, do you ever encounter resistance from the in-house staff?**

RC: I haven't really run into that. Maybe the worst I've seen is when a publication wants to change direction editorially, they might have problems convincing the writers they have to change. And when there's a redesign going on at the same time, it can make it difficult to get that first issue out. If management hasn't done its part of the job right first, and that's explain to everybody what the mission is, that makes it more difficult.

***WU:* How important is design to the success of a publication?**

RC: I think that if the information that's in the pub is valuable then it doesn't matter what it looks like. If you have something people want, a good design helps people find the information and remember what they're reading and makes it seem even more useful. On the other hand, if it's the best looking publication on Earth and there's nothing of value in there, it becomes meaningless. In a well-written, well-edited publication the design can help guide readers and helps signal to readers—and advertisers—what the intention of the publication is in the marketplace.

***WU:* How has the advent of desktop publishing affected your work?**

RC: I've embraced it. I started using a Mac at the *Globe* when it first came out for charts and other informational graphics. When I started this business about five years ago, I had a Mac Plus and used it for a few things. Probably about two-and-a-half years ago, I began using it 100% of the time. What it's meant for me is that I can do much more work in much less time with fewer people. It hasn't changed the way I design as much as its changed the business of design. I can just work much more efficiently.

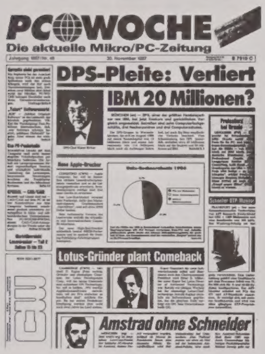
At *CW*, some of the pieces just aren't quite there yet. There's enough functionality to go in and lay it out and produce it. What's missing in the software is the ability to manage everything and keep track of versions of stories and who's got what. There are a few companies that are working on it right now, and once it's out and stable and works, that's going to be the end of dedicated systems like Atex. That technology is going to disappear.

The Changing Faces of IDG

Below are examples of how four IDG publications have evolved to meet the challenges of changing markets and fashion.

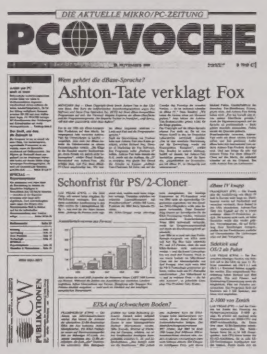
PC Woche

November 1987



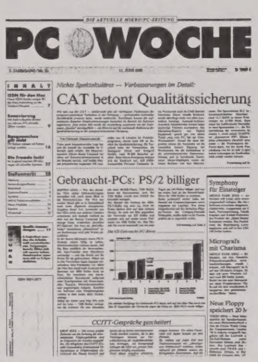
Red incorporated in screens, lines under heads and in some headlines.

November 1988



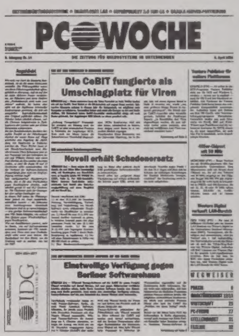
Conservative format. Only color is blue lettering of positioning statement.

June 1990



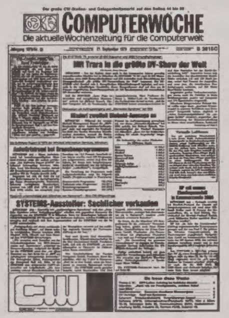
Only color appears in chart. Pinstripe lines appear on banner.

April 1991



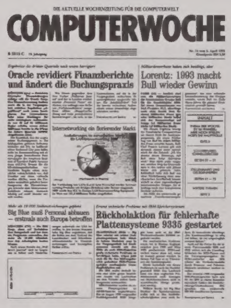
Three-color cover. Change in positioning statement. Current IDG logo.

Computerwoche



September 1979

(Left) Four-column format. No graphic elements.

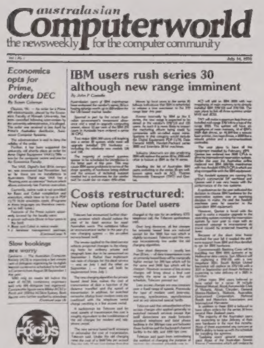


April 1991

Redesigned to resemble U.S. *Computerworld*.

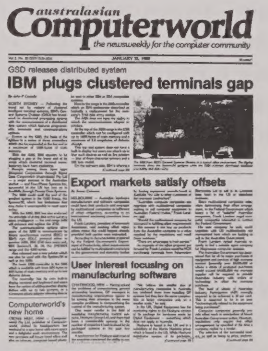
Computerworld Australia

July 1978



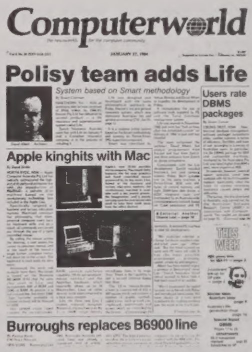
First issue titled *Australasian CW*. Serif headlines, four-column layout, no pictures.

January 1980



Headlines changed to Helvetica. Change in location of positioning statement.

January 1984



Pioneered five-column page one style to allow more flexibility for pictures and charts.

Human Resources News

NEW POSITIONS THIS WEEK April 15, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. [illegible] new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

ADMINISTRATIVE ASSISTANT (WEC)
Will provide general administrative support to World Expo trade show events. Individual must have word processing skills, MicroSoft Word is a plus, Lotus 1-2-3, familiarity with invoicing and receivables procedures, positive attitude, ability to handle multiple tasks simultaneously, and strong communication skills. Requires at least two years of solid administrative support, preferably with some prior trade show exposure.

SALES ASSISTANT (ITI)
Responsibilities include supporting the Director of Eastern Region, acting as liaison between the Director and the Sales Executives, screening and fielding incoming customer/prospect calls, covering account executive territory when account exec is unavailable, tracking and reporting on the sales activities and standards in the Eastern Region, and other miscellaneous sales support functions. The ideal candidate will have previous sales support/customer service experience. Word Processing and Database experience necessary. Strong organizational and time management skills are a must.

SALES ASSISTANT (NWW)
Responsibilities include weekly tear sheeting, data entry into prospects database, and ensuring completeness including imaging all recruitment ads for entry into accounts database, assisting in the coordination, research, production and mailing of quarterly newsletter to all recruitment advertising customers and prospects, coordinating all information entry and deletion on Networking Careers On-Line, and sharing of Market Tracking. Mac experience is important.

GROUP MARKETING SPECIALIST (IDC)
Responsibilities include writing press releases, acting as key contact for in-coming press requests, maintaining press contact lists and initiating key press contacts, generating opportunities for analyst articles, developing opportunities for special projects with publications, prospecting and sales support, telemarketing, designing, writing and managing production of marketing materials.

SUBSCRIPTION DIRECTOR (PCW)
Responsibilities include supervising all subscription related activities and staff in concert with VP, Circulations. Five years experience as large, paid circulation magazine's circulation director preferred. Must have experience in budgeting, circulations modeling and direct marketing, as well as supervisory experience.

SALES ASSOCIATE (MAC)
Responsibilities will include assisting account manager in all aspects of ad sales, general administrative tasks, developing sales presentations, customer service and sales of assigned accounts. Previous sales experience is a plus. Knowledge of publishing and/or macintosh market desirable. Experience using a PC or Mac is very important.

SALES ASSOCIATE (MAC)
This position will support the Sales Account Manager in all administrative facets of advertising sales, including clerical and office support, customer service, and general support as needed. Must be knowledgeable with Macintosh (Plus), have pleasant telephone sales personality , be able to juggle several projects at once, and be knowledgeable in sales/advertising.

SENIOR WRITER OR STAFF WRITER (CIO)
Responsibilities include researching, reporting and writing major feature articles, corporate profiles, personality profiles and a variety of short items. The title will depend upon experience and qualifications. **STAFF WRITER**-must posess from 1 to 3 years experience in monthly feature writing. **SENIOR WRITER**-must have from 4 to 7 years experience. Background in business writing is desired and knowledge of computer technology required. Both positions involve participation in idea-generation and issue-conceptualization.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

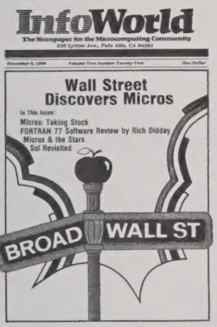
Revised: April 15, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	S. Cincotta	(508)820-8245
TISC	Marketing Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Sales Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
ITI	Product Marketing Manager	Framingham, MA	S. Perry	(508)935-4407
ITI	Sales Assistant	Framingham, MA	B. McGlynn	(508)935-4740
LOTUS	Managing Editor	*LOTUS*, Cambridge, MA	L. Marion	(617)225-6890
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst/PC Hardware	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst	Framingham, MA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
ISG	Manager of Information Resources	Washington, D.C.	A. Clements	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Executive Editor of Reviews	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Marketing Manager	*PCWorld*, San Francisco, CA	J. McSherry	(415)978-3180
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW/CS	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
MAC	Associate Editor	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Copy Editor	*MacWorld*, San Francisco, CA	R. Henrich	(415)978-3238
MAC	Telemarketing Sales Rep.	*MacWorld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Sales Associate	*MacWorld*, San Francisco, CA	S. Young	(415)243-0505
MAC	Sales Associate	*MacWorld*, Chicago, IL	L. Ladle	(708)827-4477
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Framingham, MA	L. McGrath	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	J. Chutchian	(508)879-0700
IDG/P	District Manager, NW	*Sunworld*, Redwood City, CA	R. Strukhoff	(603)924-0100
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

InfoWorld

December 1980



InfoWorld
The Newspaper for the Microcomputing Community
530 Lytton Ave., Palo Alto, CA 94301

Wall Street Discovers Micros

In This Issue:
Micros: Taking Stock
FORTRAN 77 Software Review by Rich Didday
Micros & the Stars
Sol Revisited

Quarter-fold tabloid. Target audience: computer enthusiasts.

August 1984

EPSON UPGRADE TO ACT LIKE IBM PC, MAC
InfoWorld
The Newsweekly for Microcomputer Users

TRAMIEL MOVES IN: CAN HE SAVE ATARI?

SILICON VALLEY TOASTS NAPA VALLEY

WHY YOU SHOULD WATCH YOUR WORDS IN TELECONFERENCES

256K RAM CHIPS IN SHORT SUPPLY

REVIEWS:
MAIN STREET FILER
KEYTRONICS 5151 PC KEYBOARD
PRO AID FOR MODEL 100

January 1985

InfoWorld
THE PERSONAL COMPUTING WEEKLY

BUSINESSES START OWN USERS GROUPS

HP'S SEXY NEW UNIX PC

APPLE IIC BOARD SWAP FIXES MODEM

NEW SERVICE SIMPLIFIES ON-LINE ACCESS

ENABLE: AN INTEGRATED WORKHORSE

Magazine format. Target audience: home market and small business market.

June 1987

JUNE 1, 1987
INFO WORLD
THE PC NEWS WEEKLY

PRODUCT COMPARISON: 2,400-BPS MODEMS

Boards Bring 80386 Power To PCs, XTs

Managers' Favorite PS/2 Features

Quadram Plug-In Card Raises EGA Resolution
Prices Cut on Existing Boards

Pieces Coming Together To Integrate PS/2s, PCs
External 5¼-Inch Drive Due

Microsoft's Presentation Manager Due Out This Fall

COMDEX ANNOUNCEMENT HIGHLIGHTS

AT DEADLINE

Appleshare To Support 50 Users

Tabloid format. Target audience: corporate buyers.

March 1991

INFO WORLD
INFOWORLD TEST CENTER
PostScript Languages

MARCH 11, 1991 — FOR POWER BUYERS OF PC AND NETWORKING PRODUCTS — VOLUME 13, ISSUE 10

Developers Point To Microsoft OLE Deployment Edge

OS/2 Clients Get SNA Links

IBM Opens Its SNA Door To Non-IBM PCs, LANs
Brings OS/2 Extended Edition Into the Fold

Microsoft Licenses Font System for Matching Type

THIS WEEK
Enterprise

Microsoft Scrambles Onto Multimedia Authoring Boat

1-2-3 for Windows to Go into Beta With Hopes for Summer Release

Size reduced one-and-a-half inches in length to make for easier reading and lower mailing costs. Switch to soy-based inks.

March 1984

Computerworld australia
the newsweekly for the computer community

Intelligent editor offers 'error-free' compilation

Morgan Research buys up Halifax

BHP buys DG-ported packages

Graduates hit the big time

THIS WEEK

World sales for net manager

Strong response to R&D seminar

Masthead change to *CW Australia*.

January 1987

Computerworld AUSTRALIA
The newsweekly for the computer community

Telecom's $100m bank-raid

Massive upgrade in DP power, too

National EFT/POS network gamble

Vax speed wins gold

Starnet 'no threat'

Unwary users risk spreadsheet chaos

Masthead change. Radical redesign of layout.

May 1989

Computerworld AUSTRALIA
The newsweekly for information systems professionals — May 19, 1989

Apple and IBM beef up attacks on office

DEC protocol boosts Macs

Third parties join SAA push

Prepare for disaster, or risk the business

Deep Ingres cuts may trigger test case

INSIDE

SOFTWARE AND SERVICES MARKET

Masthead logo reflects new IDG logo. Fine tuning of layout.

June 1990

Computerworld AUSTRALIA

Australian IT: slow but steady growth

WHO'S RESPONSIBLE FOR MAKING SELECTIONS?

THE AUSTRALIAN MARKET

INSIDE

Integration project hit by snags

Systems residuals may shrink

IBM, Telecom link Token Ring to Fastpac

Return to serif type. Further fine tuning.

CIO Art Director Offers Tips for Picture-Perfect Portraits

While much of the information a reader seeks lies in the text of an article, it's the magnetic pull of a good photo that draws the reader into the story. Capturing the right portrait shots, in particular, can be a tough proposition for many IDG art directors. Virtually all of them have to educate freelancers about their needs, and they (and the photographer) have to deal with the typical subject's natural reluctance to face the camera.

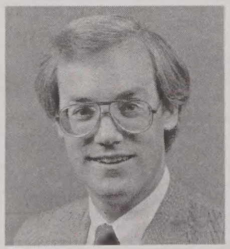
According to *CIO* Art Director **Mary Marshall**, the secret is hiring the right photographer and preparing the subject for the shoot. "We take the time to educate the executive about what to expect and tell him this is not going to be a yearbook picture—it takes longer," Marshall said. She sends each subject a tip sheet including suggestions on what to wear and warnings about the boxes, lights and other equipment that accompanies photographers.

Marshall said that as *CIO* has established itself "we've steered away from the classic annual report pose. We're telling photographers to show more personality, not a static pose with the company sign or product."

To achieve that effect, Marshall gives the photographer some background on the company, a draft of the article and a pep talk about CIO's expectations. After that, Marshall relies on the photographer's creativity. "If you give the photographer freedom to go with what he finds at the shoot, you'll get a wonderful photo," she said.

On many occasions, the shoot yields some unexpected results. While taking pictures on the set of Universal Studios, the photographer's light stand ended up in the photo. Since it complemented the background, however, there was no need to reshoot. Another time, the photographer's assistant's shoe was in most of the pictures, requiring Art Assisant **Moira Gillis** to do some careful cropping.

DN Saw Red, Now Sings Blues



Dave Egan

In its first year of publication, *Digital NEWS* found itself competing with rival *Digital Review* not just in terms of content but in color as well. *Digital NEWS* had selected red as an accent color in September 1986 because it is a strong color that works well in a two-color or four-color process. The staff soon found, however, that readers had trouble distinguishing *DN* from the then-Ziff-Davis publication (now published by Cahners), which also used red rules in its logo and inside pages.

At the time, *DN*'s editorial policy mandated the use of black-and-white photos only. Publisher **Dave Egan** recalled this as a deliberate decision to emphasize a real world, "newsy" presentation. However, prompted by the conflict with *Digital Review*, the staff conducted a readership survey that showed readers would respond better to a publication they perceived to be of higher quality, one that incorporated color more fully.

Armed with this information, the staff decided to make a two-fold change. The switch to a blue logo was a subjective choice, Egan said, but used in part because it's an easy color for readers to accept and it screens well. He said four-color photos were added to "upgrade our image, command more readership attention, and add overall production value to the book."

Under the watchful eye of Art/Production Director **Vicki Blake**, *DN* made the transition to a colorful new look in January 1988, an identity that continues today.

What's the Recipe For a Good Cover?

The ingredients for an attractive, effective cover are as varied as IDG's publications. The following, in no particular order, are some recommendations:

- Keep it simple
- Clean graphic shapes
- Minimum of typefaces to avoid clutter
- One that sells
- Synergy of cover type and image
- Consistent identity
- Good quality stock
- Cover picture must tell a story
- Differentiate vs. the competition
- Strong cutlines
- Good photos
- Adequately large heads
- Spare use of graphic devices
- Newsy format
- Catchy headlines
- Bright colors
- Reflect publication's personality
- No ads in the front
- Color pictures
- The wilder the better
- Clear and concise cover lines
- High-quality, bright, energetic art
- Light-hearted approach
- Personable, recognizable images

***The following people offered their artistic expertise for this column: Laura Janney** (CW/Hong Kong), **Greg Silva** (PC World), **Margaret Swart** (Publish), **Francis Mao** (GamePro), **Mari Eliza** (InfoWorld), **Urs Arnold** (Macworld Schweiz), **Corinne Schmidt** (CW Schweiz), **Bengt Marnfeldt** (IDG Sweden), **Howard Happ** (AmigaWorld and Run), **Istvan Biro** (IDG Hungary) and **Ika Bratuscha** (IDG Germany).*

IDG's Design Award Honor Roll

The following is a partial listing of U.S. IDG publications that have been recognized for design excellence since January 1990.

AmigaWorld
1990 Ozzie Awards:
Silver Award: Best Special or Single Issue—Special Issue 1990
Bronze Awards: Best Special or Single Issue—July 1990
Honorable Mention: Best Special or Single Issue—June 1990

AMIGA
WORLD
DESKTOP VIDEO & Animation!
Set Up Your Own Desktop Studio
Best Buys!

Print Annual 1990: 2 feature spreads

CIO
1990 Ozzie Awards:
Silver Award: Best Special or Single Issue, Design, Trade (circ. under 100,000)
Honorable Mention: Best Overall Design, Trade

Print's Regional Design Annual: selected photos and illustrations

Computerworld
1990 Ozzie Awards:
Bronze Award: Best Single Issue Design (1989 Forecast Issue)
Honorable Mentions: Best Single Issue Design (1989 Computerworld Premiere 100) and Best Overall Issue (1989 Comdex issue)

Society of Newspaper Design's Awards: Special section with advertisement and magazine cover design in two or more colors.
Society of Publication Designers Award: Spot illustration
Print's Regional Graphic Design Award

Digital NEWS
American Society of Business Press Editors/National Annual: Editorial and Graphic Excellence Awards:
First Place: Tabloid Front-Page Text Category

Digital NEWS
DEC Says Yes to DAT
Summus HSC Stand
Global Accounting
$333M MSA Sale
SI Charges 5 Patents Are Invalid
Terminal Servers Aim High and Low
Large-System Managers Eye VAX 9000 Purchase
Disk-Striping Speeds I/O
FLASH SURVEY
MANAGERS BRIEFING
CASE: Why Take It from the Top?

Game Pro
Magazine and Bookseller's 50 Best Newsstand Cover Winners

Macworld
Society of Publication Designers:
Two photographs, two illustrations and one contents page design

Print's Regional Design Annual 1990:
Three illustrations

GAMEPRO
Ninja Turtles Exclusive!
27 Pages of Cool New Reviews!
Free Poster!
Phantasy Star II

Network World
Society of Newspaper Design's Twelfth Edition Competition:
Excellence in Magazine Page Design of Two or More Pages
Excellence in Art and Illustration with Two or More Colors

PC Games
Magazine and Bookseller's 50 Best Newsstand Cover Winners

PC World
1990 Ozzie Award:
Best Overall Design, Consumer Magazine (circ. over 100,000)

Publish
1990 Ozzie Awards:
Gold Award: Best Overall Design, Consumer
Silver Award: Best Cover, Consumer
Silver Award: Best Special or Single Issue, Consumer
Bronze Award: Best Redesign, Consumer
Bronze Award: Best Design, Contents Page, Consumer

1990 Maggie Awards:
Best How-to Article: 101 Hot Tips
Best Single Edition Illustration, Consumer
Best Cover, Consumer
Best Single Editorial Illustration, Consumer

Do-ers profile

Francis Mao

- **PROFESSION:** Art Director, *GamePro*

- **IDG EMPLOYEE SINCE:** January 1990

- **BEST PART OF YOUR JOB?** All the video games I can play without having to pay quarters!

- **LATEST ACCOMPLISHMENT:** Illustrating a Teenage Mutant Ninja Turtles children's book for Dell.

- **INTERESTS:** Football, movies, tennis, jazz, cultivating my CD collection.

- **DREAM VACATION DESTINATION:** Europe armed with a sketchpad, a translation dictionary and a Eurailpass.

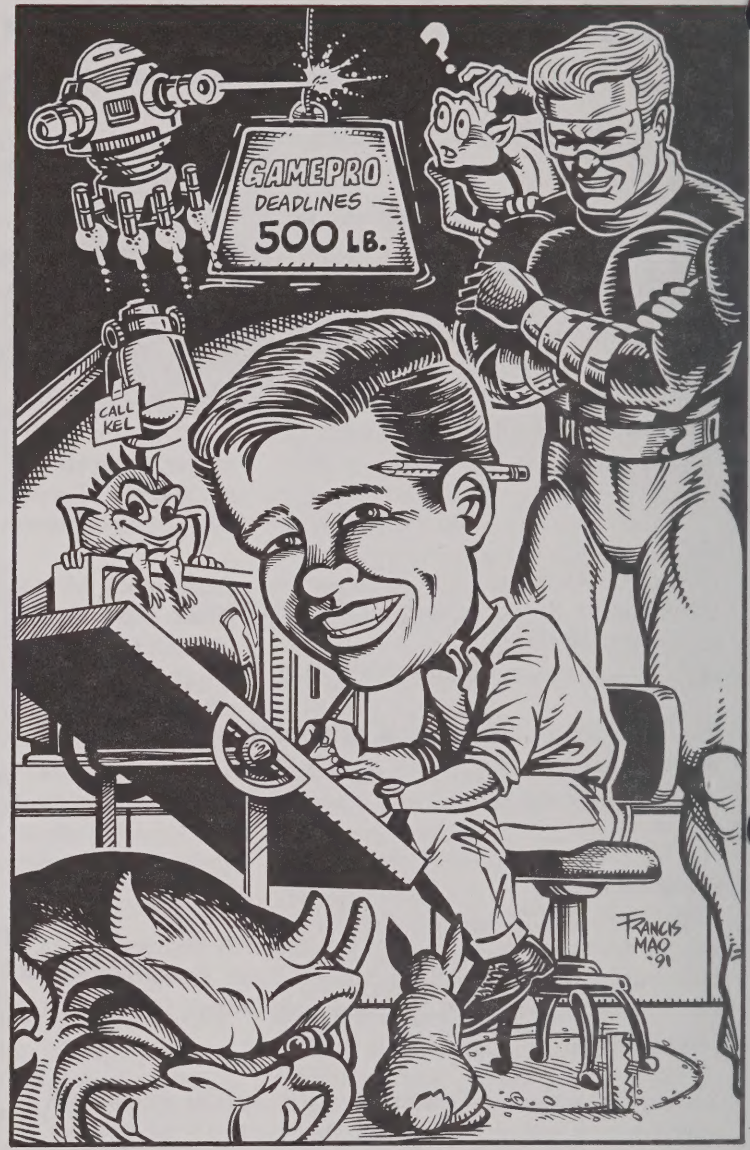
- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Play the saxaphone

- **SOMETHING YOU DO BUT WISH YOU DIDN'T:** Daily rearranging my pencil holder and paper clips.

- **GOAL IN LIFE:** Create a piece of work that will outlast my brief time on this Earth.

- **IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO?** Exactly what I'm doing right now.

- **MANAGER'S PROFILE:** Francis is the ideal candidate for this job. He has triple talents: he's a good art director and illustrator...and he plays video games!"



IDG World Update

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CeBIT Plays Host to a Variety of IDG Activities

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Don Kennedy Named General Manager of IDG Australia

- PAGE 6

Corks Fly As *Network World* Celebrates Its Fifth Year

- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 16

APRIL 22, 1991

DN Takes Editorial Tour

The blustery March weather propelled *Digital NEWS* Editor **Charles Babcock** on a series of whirlwind appearances during the third annual *Digital NEWS* Editorial Tour. Accompanied by either Publisher **Dave Egan** or National Sales Director **Ray Corbin**, who was recently appointed associate publisher, Babcock visited seven U.S. cities to hear the concerns of VAX marketers and to offer *DN*'s optimistic appraisal of the market.

Digital NEWS hosted breakfast or lunch meetings for approximately 25 participants in each location, including stops in the southeast for the first time.

DN's Babcock

The event, which was not advertised to the public, attracted a select group of invitees that resulted in a "high level of involvement between speaker and audience," according to Babcock.

Creating the opportunity for this kind of exchange is part of *DN*'s ongoing commitment to invest significant effort in understanding the needs and priorities of *DN*'s readership, noted Egan. "Through our annual Editorial Tour events, we're able to reinforce the high levels of communication and responsiveness by which our newspaper can best serve the needs of all our constituents, readers and advertisers alike," Egan said.

The current economic climate featured strongly in the presentations as well as in the question and answer period that followed.

ECONOMIC STANDINGS

Egan and Corbin provided an overview of today's economy in the DEC market and presented the responses of VAX managers surveyed by *DN* regarding the impact the recession is having on their planning and spending. Forty-five percent of respondents said the recession had affected their budget. However, 61% said the recession had not affected their hardware purchasing plans.

In terms of DEC's future plans, "People are asking very seriously whether Digital is going to succeed at selling workstations," Babcock said. "Its weaknesses there are offset somewhat by its ability to integrate PCs and workstations onto the network."

The question-and-answer periods fol-

-SEE PAGE 7

Publishing Institute Preps Fourth Class

Twenty intrepid IDG employees journeyed to Babson College in Wellesley, Mass., April 1-5 for IDG Publishing Institute IV. The institute is a week-long intensive course on magazine publishing taught both by IDG executives and outside experts.

Attendees came to the program from five countries and 17 different IDG business units. Each was nominated by the head of his or her business unit and approved by IDG's Executive Committee.

The purpose of the course is to recognize and train the next generation of top leadership for IDG worldwide. By drawing participants from diverse publications and job responsibilities, the program also promotes the growth of informal management communication channels across business units and geographic areas.

COMPREHENSIVE AGENDA

The Publishing Institute addresses a broad variety of topics, from specific skill areas such as advertising and circulation to general areas such as leadership and editorial-advertising conflict resolution. Attendees at Publishing Institute IV heard presentations from many IDG business

- SEE PAGE 4

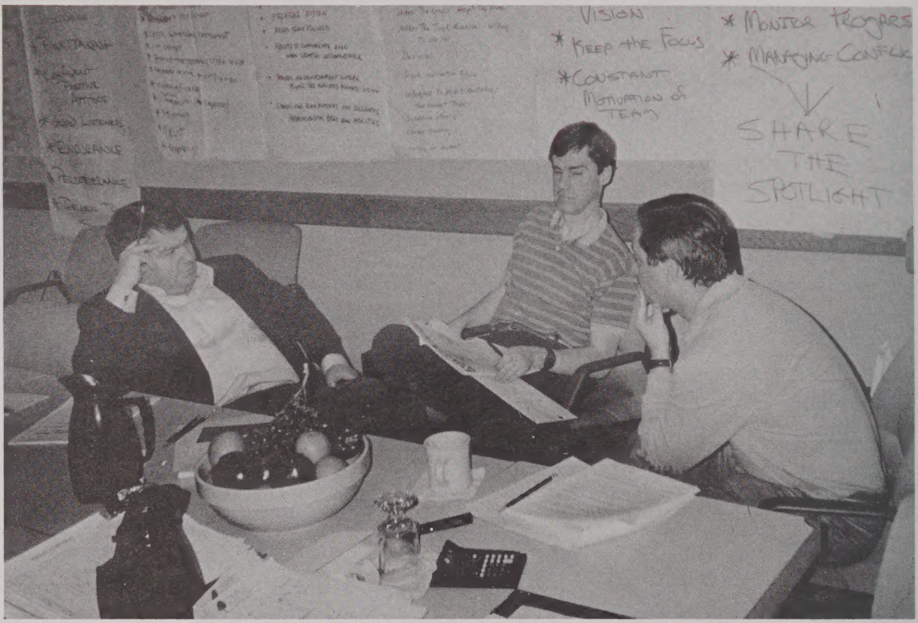
Publishing

- FROM PAGE 1

unit managers and engaged in problem-solving activities. IDG business unit managers who addressed the group included **Fritz Landmann** from *Computerworld*, **Steve Woit** from *Federal Computer Week*, **Gary Beach** from *Network World*, **Roger Murphy** from IDG Peterborough, **Jim Martin** from *Macworld*, **Gordon Haight** from Integrated Media and **Joe Levy** from *CIO*.

IDG Chairman **Pat McGovern** personally greeted each attendee during the opening dinner, and IDG President **Walter Boyd** hailed the group at mid-week as the hardest working group yet to attend the Institute.

"It is like publishing bootcamp," said one tired attendee at week's end, "But it is a great experience."



(L-R): Gerard Adamis, *Computer Reseller Europe;* Don Mahlmeister, *Network World* and Juan Manuel Saez, *PC World Spain* confer during a problem-solving exercise.

Standing (L-R): Don Mahlmeister, *Network World;* Jeff Edman, *PC World;* Drasko Markovic, IDG Sweden; Bill Peck, *Macworld;* Mike Kelleher, *Portable Office;* Lisl Folsom, Lotus Publishing; Roger Strukhoff, *Sunworld;* Anne Foley, *PC World;* Jon Epstein, *Digital NEWS,* Matt Smith, *Computerworld;* Edie Holmes, *Federal Computer Week;* Derek Hulitsky, *Computerworld;* John Kilcullen, IDG Books; Bob Miller, PI Staff; Gary Beach, *Network World;* David Hill, International News Group; Peter Rauchfuss, *Computerwoche;* Juan Manuel Saez, *PC World Spain.* Seated (L-R): Gerard Adamis, *Computer Reseller Europe;* Sharon VanLeuven, *PC World;* Marcia Blumenthal, *CIO;* Pat Crotty, *Infoworld;* Roger Murphy, IDG Peterborough.

Five Publications Nominated for Excellence

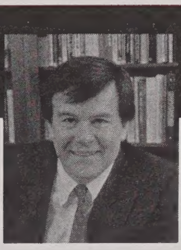
Computerworld, Federal Computer Week, Macworld, Network World **and** ***PC World*** **are among 216 magazines that qualified as finalists in the second annual** ***MagazineWeek*** **Publishing Excellence Awards.**

According to Donald Nicholas, editor-in-chief and publisher of ***MagazineWeek,*** **the award focuses on overall editorial mission, not specific stories.**

Finalists will be honored at a luncheon in New York City on May 20, and one winner will be selected from each category. Each IDG nominee is facing several non-IDG competitors except for ***Macworld*** **and** ***PC World,*** **which are competing within the same "Computing/System Specific" category.**

On line

ASK PAT



Q What factors led you to institute the IDG Briefing Sessions this year?

A There are two factors. The first was that the industry was confused and discouraged by the slow customer spending during the first few months of 1991. The second was that the industry needed to understand today's multiple buying influences on vendor and product selections for corporate computing systems.

The briefing sessions explained that spending for information technology is not strongly tied to economic cycles, and that there is ample growth opportunity ahead in the 1990's for the computer industry in the U.S. and worldwide. It also described the information needs and role in the purchasing process of information systems management, network management, PC professionals, and the PC-knowledgeable end users. It informed advertisers of the need to reach each of these people with focused messages relevant to their specific job functions and their buying decision responsibilities.

The feedback from attendees at the IDG Briefing Sessions has been very positive.

Q What effect, if any, did the joining of the two Germanys have on CeBIT this year?

A After visiting with the managing directors of most of the major computer companies at CeBIT in Hannover Germany, it is clear that they expect that the united Germany will be one of the fastest growing major markets for computer systems in Europe.

Studies by IDC Research Centers in Europe also show that the German market will grow by 13% in 1991 and 1992, the fastest growth rate of any major country in Europe. Computer companies were clearly optimistic that the funding going to East Germany to enhance their communications and information systems infrastructure will provide them a substantial business opportunity.

Q What issues have the most bearing on whether IDG will ever go public?

A Companies go to the public market when they have a need for funding which cannot be satisfied by their current earnings or borrowing capacity. IDG has been fortunate in that the excellent acceptance by customers of our products has allowed IDG to maintain an adequate level of profitability, so we have been able to fund our growth through our own earnings.

Raising money from the public changes the priorities of a company from long-term success to short-term earnings gains to meet expectations of financial investors. Also, it results in substantial additional costs for legal and audit work. Therefore, IDG is the envy of our publicly-held competitors. IDG will go public when and if it cannot satisfy its funding requirements for growth from its own earnings and borrowings.

Q Would you consider adding "sexual preference" to the Equal Opportunity Employer list of things against which IDG does not discriminate?

A The IDG Corporate values emphasize respect for the dignity of each individual. IDG does not discriminate against anyone based on sex, race, religion, creed or national origin. We seek to serve our customers with products of the highest quality and the greatest usefulness. We invite people to join IDG on the basis of their ability to accomplish the mission, goals and objectives of IDG. That is the only evaluation basis that we use in selecting employees.

Q Is it true that Finland is "dumping" paper on the world market by producing government-funded paper way below current market prices? If so, should we continue to buy our paper there?

A I have heard no evidence to justify this claim. The goal of IDG paper buyers is to buy the quality of the paper that our publishers need at the best possible price. I fully support them in this objective. If any paper company is engaging in an unfair pricing practice, I am sure that the paper industry associations around the world will properly take steps to correct the situation.

Q Do you have any personal contact with Bill Ziff?

A I have had a few private meetings and telephone discussions with Bill Ziff. The conversations have been friendly and cordial.

Bill mentioned to me that "History teaches that in a battle, the winners survive and they write the history books. Therefore, winners don't have to apologize for their methods." As a consequence, I found that a lot of what he told me was misleading. IDG's corporate value of respect for the dignity of each individual reflects our commitment to fairness in all we do.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, Vice Chairman Axel Leblois, President Walter Boyd and Executive Vice President/ Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

GamePro Lands Saturday Morning Time Slot

GamePro Publisher **Patrick Ferrell** has one message for enthusiastic readers: stay tuned.

GamePro will enter a new nationwide media niche when it launches a 1/2-hour television show in early September.

According to Ferrell, the show, which will air Saturday mornings, will pair the magazine's established top notch game coverage with a fast-paced and dynamic T.V. format. The *GamePro* television show will offer top secret tips on the hottest games around and maintain the same splashy, colorful graphics the magazine is known for.

Produced by Pye/Jaffe, and distributed by Samuel Goldwyn Television, the show will be hosted by J.D. Roth of the national T.V. show, "FunHouse." So far, *GamePro* has been picked up by over 50 markets — 60% of the U.S.

The show's format breaks down into seven different parts. These include "S.W.A.T.," which helps viewers to beat their favorite game by offering a collection of some of the hottest video game passwords, tricks and winning strategies — all that "gamers" need to know to master the most popular game titles. "Cutting Edge" takes a look at what's on the cutting edge of technology and the latest in industry trends. "Input" offers interaction with viewers as kids can send in video letters with questions about their favorite games that will be aired on the show. In the "Proviews" section, newly advertised games are rated based on graphics, sound effects, fun and challenge. The show also covers upcoming videos not yet released and in a news section, the show discusses what's happening in the industry. The "GamePro Challenge Board" encourages viewers to send in their photo and scores, and those with the highest tabulation will be posted each week. In the "ProClassic" section, 'oldies but goodies' are reviewed for newcomers.

The best way to reach kids is to play their game.

Thousands of games... millions of players... and one show hits them all!

- 44 markets cleared, representing 55% of the country!
- Cleared in 25 of the top 30 markets!
- Stations cleared include ABC O&O's in New York, Los Angeles and San Francisco and Group W stations in Boston, Baltimore and Pittsburgh.

GAMEPRO
Host J.D. Roth
PYE/JAFFE
KELLY

To promote the *GamePro* television show, J.D. Roth will appear in over 60 locations nationwide beginning this summer giving away *GamePro* T-shirts and magazines.

IDGers Participate in Marathon Monday

Bob Tasker

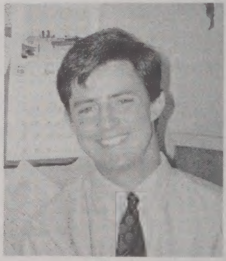
Boston's 95th Marathon brought IDG's East and West Coasts together as runners from *PC World*, *Digital NEWS* and IDC joined with thousands of others in the 26-plus mile trek.

PC World's District Manager for Southern California and veteran marathoner **Denise Pilnak** crossed her 27th finish line in three hours and 31 minutes.

Pilnak has traveled internationally to run marathons in Stockholm and Dublin and just last month ran in the New York Marathon.

Entering Boston's famed Patriot's Day Marathon for the first time, *DigitalNEWS*' Circulation Coordinator **Chris Whelan** ran an impressive three hours and 59 minutes. According to an aching Whelan, who trained by running 40 miles a week, not only was this his first marathon, but quite possibly his last!

Walter Boyd and Pat McGovern surround *PC World* marathoner Denise Pilnak.


Chris Whelan

The vice president of IDC's Software Research Group, **Bob Tasker,** ran the race in four hours and 15 minutes for a Boston-based charity, The New England Home For Little Wanderers. IDC staff members sponsored Tasker's run and IDC corporate will match whatever amount has been collected.

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IDG *World Update*

41 West Street
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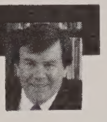
IDG World Update

Want to know what's going on at the top? Just ask! Every week, chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and vice president/finance Bill Murphy take turns answering your questions in the On line column. Make sure YOUR question is answered by writing down your question in the space provided below and returning it to IDG World Update, 41 West Street, Boston, MA 02111 or via fax (617) 423-0712.

On line

ASK PAT



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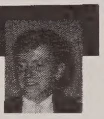
On line

ASK WALTER



☐

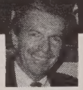
On line

ASK AXEL

☐

On line

ASK BILL



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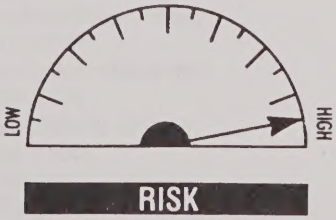
IDG INTRODUCES the FIDELITY OVERSEAS FUND

In response to employee requests, IDG has added a new fund to the IDG 401(k) plan, the **OVERSEAS FUND**. The following are some of the highlights of this new fund:

- **Seeks long-term capital appreciation through investments in foreign securities**
- **Normally invests at least 65% of the Fund's total assets in securities of issuers from at least three countries outside the United States**
- **May be an appropriate retirement investment for aggresive investors who want to diversify portfolios with funds that invest primarily in foreign markets**
- **May be appropriate for a portion of a portfolio for conservative investors who seek long term potential growth**
- **Participants are limited to two exchanges of monies into and out of this Fund only per calendar year**
- **Brochures are available at your division Human Resources office**



Beginning May 1st employees may call Fidelity 24 hours a day, seven days a week at **1-800-544-0065** to change their investment mix to include the Fidelity Overseas Fund.

Human Resources News

NEW POSITIONS THIS WEEK April 22, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

EDITOR IN CHIEF (LOTUS)

This highly visible position is responsible for the editorial direction and management of LOTUS Magazine. Requires strong management and leadership skills, extensive editorial experience, knowledge of Lotus 1-2-3, and an understanding of how spreadsheet technology is applied in the business world. Internal IDG candidates strongly preferred.

MANAGING EDITOR (NWW)

This position is responsible for scheduling and coordinating editorial workflow from content/copy editing to final screen-based layout. Must be familiar with Apple Macintosh software including Aldus Pagemaker and Microsoft Word. Requires 3-5 years experience in content/copy editing and extensive knowledge of worldwide data, voice and video networking technology and terminology.

NEW ENGLAND REGIONAL SALES DIRECTOR (CIO)

Will sell advertising space in CIO magazine to clients and potential clients, gather, analyze and present to CIO's management potential new publications or related new revenue sources which will contribute to the attainment of CIO's corporate growth objectives.

WESTERN REGIONAL AD SALES DIRECTOR (CIO)

Due to the expansion of our San Francisco office, we are seeking a second Western Regional Ad Sales Director to sell advertising space in CIO magazine to clients and potential clients, gather, analyze and present to CIO's management potential new publications or related new revenue sources which will contribute to the attainment of CIO's corporate growth objectives.

EXECUTIVE ASSISTANT (CIO)

This position will provide executive support to Associate Publisher and Marketing Director, act as liaison with CIO sales staff and coordinate all sales activities. Individual must be detail oriented and should be familiar with spreadsheet packages and word processing. Familiarity with Macintosh is helpful. General administrative functions will include sales forecasting, correspondence, accurate recordkeeping of sales performance, heavy client contact, coordination of sales meetings, and miscellaneous projects as assigned. Must work well under pressure. Minimum of two years administrative experience required. Experience in sales environment preferred.

OPERATIONS ASSISTANT (CIO)

This position is responsible for general clerical/secretarial support for VP/Operations, Administrative Manager, Circulation Coordinator and Telemarketing Sales Rep. Responsibilities include processing customer service form letters, sales letters to telemarketing leads, backissue orders and non-disclosure agreements, providing preliminary list rental information to prospective clients, mailing all monthly invoices and checking copies, filing all invoicing, accounts payable and client information, maintaining accounts payable database and providing related reports, maintaining tracking database (seed names for delivery tracking and list rental monitoring), assisting in all circulation promotion mailings, and performing all reception relief.

MANAGING EDITOR (IMI)

This position is responsible for supervision of day to day operations of the editorial and art departments and the coordination of special projects. Requires a minimum of two years experience as a senior copy editor, production editor or managing editor on a weekly or monthly publication, familiarity with production process and related elements, ability to supervise and work with a variety of people, good writing, editing and journalistic skills, good analytical skills, good organization, visual and communication skills, creativity and self-motivation.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: April 22, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	S. Cincotta	(508)820-8245
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Sales Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Managing Editor	*Global Networks*, Framingham, MA	S. Perry	(508)935-4407
ITI	Product Marketing Manager	Framingham, MA	S. Perry	(508)935-4407
ITI	Sales Assistant	Framingham, MA	B. McGlynn	(508)935-4740
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Dir., Special Projects,Tech.Comp.	Framingham, MA	V. Brown	(508)935-4228
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst/PC Hardware	Framingham, MA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Operations Assistant	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
IFW	Networking Reviews Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Executive Editor of Reviews	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Art Director	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW/CS	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
MAC	Associate Editor	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Copy Editor	*MacWorld*, San Francisco, CA	R. Henrich	(415)978-3238
MAC	Telemarketing Sales Rep.	*MacWorld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Sales Associate	*MacWorld*, San Francisco, CA	S. Young	(415)243-0505
MAC	Sales Associate	*MacWorld*, Chicago, IL	L. Ladle	(708)827-4477
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Framingham, MA	L. McGrath	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	J. Chutchian	(508)879-0700
IDG/P	District Manager, NW	*Sunworld*, Redwood City, CA	R. Strukhoff	(603)924-0100
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

IDG Keeps Busy at CeBIT Hannover Fair

Once again, last month's CeBIT show in Hannover, Germany served as the backdrop for a variety of IDG events. The staff of IDG Germany was well-represented at a publications booth, the press room and, for the 10th year, a Career Center that brought together representatives of prominent German companies and university graduates and other job seekers in the IT field.

IDG Germany's conference room on the top of the exhibition hall served as the site of the official signing of the joint venture agreement between IDG Chairman **Pat McGovern** and the company's new Turkish partner, **Mehmet Ali Altaca**.

IDC Germany, in its first CeBIT appearance, used the room to consult with some of the more than 400 current clients and future prospects they met on the show floor. Marketing Analyst **Peter Wesp**, who classified at least 30% of those contacts as "hot sales leads," encourages other IDC offices interested in attending CeBIT '92 to contact IDC Germany as soon as possible to make arrangements.

More than half a million CeBIT attendees also got a look at the premiere issue of *Global Networks*, an independent publication of Network World Inc.

For the second year, Pat McGovern was one of the speakers at the East-West Forum, a highly successful event co-sponsored by IDG Germany that focused on telecommunications issues in Eastern Europe.

Pat McGovern shares a laugh with Angela Sauter, a member of IDG Germany's marketing staff. Sauter organized the Career Center, which included the popular PC Job Exchange, a database of IT job openings.

Ralph-Peter Rauchfuss, newly appointed publisher of *Computerwoche*, opens the Career Center.

Eckhard Utpadel, general manager of IDG Germany, pops a cork to celebrate the opening of IDG's CeBIT conference room.

The IDG Germany booth attracted large crowds throughout the show.

Pat McGovern happily scans a *Computerwoche* issue outside a nearly deserted Ziff-Davis booth announcing the debut of the German *PC Professional*.

Noteworthy !

Kevin Normandeau joins *PC World* as telemarketing representative. His responsibilities will include launching *PCW* auction cards and providing sales support to Eastern regional sales representatives. Normandeau comes from IDG List Services, where he was sales manager. He holds a B.S. in marketing from Northeastern University and an A.S. in business management from Champlain College. He counts among his interests skiing, mountain bikes, racquetball, volleyball, travel and exercising.

■ ■ ■

Network World is pleased to announce the promotion of two of its assistant features editors. **Alison Conliffe** and **Susan Collins** have been promoted to associate features editors. Both have made significant contributions to the publication outside the scope of their normal responsibilities. Conliffe is largely responsible for *NW*'s excellent editorial and op-ed section. Collins pushed for the creation of two popular features, "Alligators in the Swamp" and "Network Innovator," and instituted a new plan for administering the many tables and graphics the features department handles.

■ ■ ■

Brad Bass joins *Federal Computer Week* as senior reporter. His responsibilities include communications, UNIX and covering various federal agencies. Prior to joining *FCW*, Bass wrote and edited a 411 newsletter for the United Communications Group. He has a B.A. from the University of Maryland and lists music and softball among his interests.

■ ■ ■

Renee Amadio has joined the Palo Alto Regional Office as receptionist. She comes from Kaiser Hospital in Redwood City where she began as a medical records clerk and worked her way to the position of senior lab assistant supervisor.

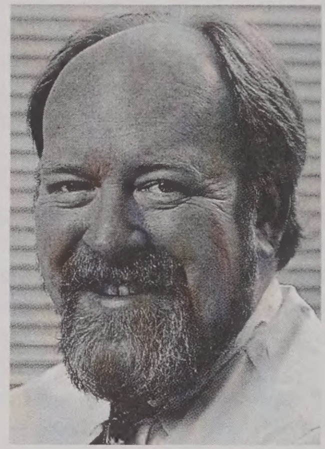
IDG Australia Appoints Don Kennedy General Manager

Don Kennedy has been appointed the new managing director of IDG Australia. Kennedy replaces Alan Power, who resigned last month.

Kennedy has been with IDG Australia for almost three years serving as editor-in-chief of *Computerworld Australia.* Before making the move to Australia, Kennedy was executive editor of *Digital NEWS* in Boston. He has also worked for IBM, *PC Magazine* and state government.

Kennedy said that under his new assignment he intends to continue publishing the top quality newspapers and magazines coveingr the local information technology industry.

He noted, "Despite the recession, we are in a solid position and expect to increase the significance of these publications when the industry returns to better times."



Don Kennedy

Kennedy added that one of his main goals is to augment IDG Australia's present mainstream publications, *Computerworld*, *Macworld* and *PC World*, with other specially focused publications as the IT industry continues to evolve.

Digital NEWS Taps Ray Corbin For Associate Publisher Post

Ray Corbin, formerly national sales director for *Digital NEWS*, was recently promoted to associate publisher. In his new capacity, Corbin will be more involved in the organizational and financial aspects of sales and marketing management activities and will take a leading role in developing new projects.

"Ray is a highly regarded publishing professional, not only here at *Digital NEWS* but throughout IDG and in our marketplace at large," said Publisher **David Egan**. "I'm confident that his expanded role in our business will do nothing but enhance our opportunities for new successes."

Corbin joined the company in 1986 as part of *DN*'s original start-up team and served as southeast regional manager through the fall of 1989. Earlier, his extensive sales experience in technology publishing included assignments with *Computerworld* and a Pennwell publication, *Telecommunications Products and Technology.*

Ray Corbin

DN

- FROM PAGE 1

lowing each presentation were especially lively. "We encountered some tough questions," said Babcock, adding, "It was a little more intense" than some previous tours.

Particularly in these difficult economic times, VAX marketers and other attendees were eager to hear *DN*'s comments and perceptions of the market.

"It's clear that *DN*'s credibility has gone up," said Corbin, observing that "more of the attendees seemed to be higher level people this year. There were a number of company presidents and high-level executives represented."

City by city, the quality and intensity of the sessions was indication that *DN* was achieving its tour goals of learning first-hand about the concerns of its constituents and of reaffirming its identity as the leading expert on the VAX computing marketplace.

Network World Eats Cake and Celebrates Fifth Anniversary

(Left) Before the festivities started, a bottle of champagne awaited each *Network World* employee and approximately 25 other IDG employees who work closely with the staff. (Right) Recruitment Advertising Director Bill Reinstein, National Sales Secretary Catherine Keefe and Human Resources Director Susan Perry enjoy the edibles, including a cake prepared by *CW* Recruitment Ad Coordinator Judy Schultz that was decorated as a *NW* front page.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Renee Visconti - *Network World*

TEN YEARS
Diane Ritson - IDG/C Peterborough

NINE YEARS
Heather Guinard - IDG/C Peterborough

EIGHT YEARS
Debbie Bourgault - IDG/C Peterborough

SEVEN YEARS
Kazumi Eguchi - IDG Japan
Bob Wallace - *Network World*
Valerie Sanclemente - IDG
Robert Callery - TISC
Edward Acly - TISC
David Sanders - IDG

SIX YEARS
Robert Kanes - *PC World*
Richard Mikita - ITI

FIVE YEARS
Kazuhiko Kajihara - IDG Japan
Lawrence Craven - CW Publishing
Norma Tamburrino - CW Publishing
Bill Berghauer - IDG
David Bromley - IDG Intn'l. News Group
Kathryn Sullivant - IDG/C
Donna Felice - ITI

FOUR YEARS
Mike Hogan - *PC World*

THREE YEARS
Marilyn Aliber - IDC
Charlotte Engstrøm - IDG Denmark
Gayle Malicki - *InfoWorld*
Debora Laperriere - CW Publishing
Richard Pastore - CW Publishing
Tom Donovan - TISC
Bob Ainsworth - IDG
Patricia DeBiase - IDG/C
Paula Marcotte - ITI

TWO YEARS
Leslie Steere - *Publish*
Gisela Wilson - IDC
Dan Littman - *Macworld*
Erik Müller - IDG Denmark
William Fried - ITI
Bev McGlynn - ITI
Joanne Leighton - ITI

ONE YEAR
Frank Genovese - IDG/C Peterborough
Greg Mason - *PC World*
Nancy Gibbs - CW Publishing
Linda Rasmanis - CW Publishing
Adrien Meredith - IDC Australia
Rebecca Alter - IDG/C
Rose Lothrop - ITI
Axel Baukhage - IDG Germany
Roland Dagmair - IDG Germany

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Judy Sutter will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painters caps. Remember to watch for next week's "Off line" cartoon.

HONORABLE MENTIONS:

Operation Budget Storm
- **Tom Moran**, *Macworld*

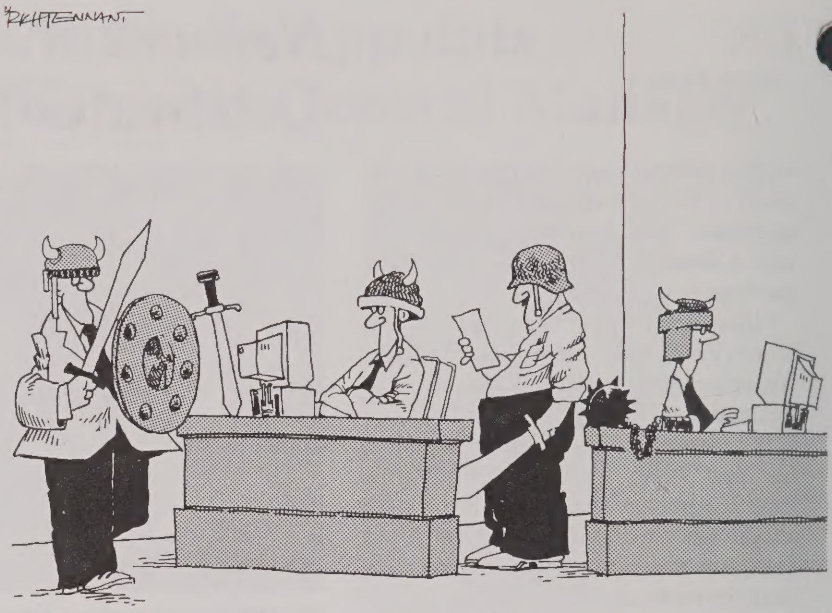
"These company takeovers are getting more civilized. This time they left us a good luck note!"
- **David Thwaites**, IDG Australia

The corporate travel department conducts its annual SABRE-rattling maneuvers.
- **Greg Cline**, Information Strategies Group

"Obviously our credit department has reinforced its position to handle cash flow problems during the recession."
- **Bill Boyer**, IDG Peterborough

"Okay, guys, I'm just telling you what the memo says: 'Guerilla marketing is the future. Prepare to do battle with the competition!"
- **Don Ulsch**, IDC

Medieval virus protection.
- **Colleen Kelly**, *Federal Computer Week*



"The memo says: 'The advanced assertiveness training seminar has been cancelled.'"

- **Judy Sutter,** *PC World*, Atlanta sales office

Final preparations for the Netware 3.11 upgrade at IDG Norway."
- **Erik Gulbrandse,** *PC World Norge*

News item: Due to the stunning success of Operation Desert Storm, some firms are adopting a more martial organizational style.
- **Mark Cappel,** *SunWorld*

IDG World Update

EDITOR & PUBLISHER David F. Hill
MANAGING EDITOR Deborah S. Butler
NEWS EDITOR Patricia Valavanis Smith
EDITORIAL DIRECTOR Penny Janzen Winn
CONTRIBUTING EDITOR David Bromley
EDITORIAL ASSISTANT Rebecca Sykes
VICE PRESIDENT OF OPERATIONS Craig Pierce

***IDG World Update* is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

IDG Conquers New Continent with *PC World Africa*
- PAGE 2

Telemarketers Seek Business Beyond IDG Peterborough
- PAGE 2

***Federal Computer Week* Initiates New Supplement Series**
- PAGE 4

IDG *World Update*

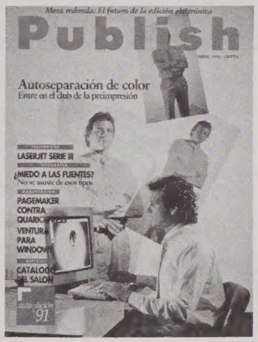
VOLUME 21, NUMBER 17 **APRIL 29, 1991**

Publish Launched in Spain, Brazil

Publish has upped its international roster by two this month with the announcement of *Publish Spain* and *Publish Brazil.*

Publish Spain, produced entirely in-house on a desktop publishing system in the publication's new office space in Santiago, was unveiled last month at AUTOEDICION '91, Madrid's annual desktop publishing exhibition.

The idea to bring *Publish* into the Spanish market occurred when members of the publishing company, ACK Servicios di Comunicacion, S.L., were in a bookshop in the Luxembourg Airport and spied San Francisco-based *Publish.* At the time, they had already organized the Spanish DTP show and according to President **Jaime Brull**, "It seemed like a good idea to have *Publish* in Spanish." A letter was then sent by Brull to *Publish* President and Publisher **Gordon Haight**, and within two months the license agreement was signed.


Mesa redonda: El futuro de la edición electrónica
Publish
Autoseparación de color
Entre en el club de la preimpresión
LASERJET SERIE III
¿MIEDO A LAS FUENTES?
No se asuste de esos tipos
PAGEMAKER CONTRA QUARKXPRESS
VENTURA PARA WINDOWS
CATALOGO DEL SALON
91

Publish Spain

Brull noted, "I have to say that all the IDG people I have met have been very helpful and cooperative from a professional as well as a personal point of view. We are delighted to be working with *Publish* and IDG."

Publish Spain has a monthly circulation of 7,000 with anticipated readership of more than 10,000.

"The ability to receive and communicate information is extraordinarily important to the growth of freedom throughout the world," Haight said. "The rapid expansion of technology in other countries is vital. IDG and *Publish* are privileged to be a part of this historic process."

Publish Brazil, whose first issue is scheduled for a May 1991 launch, will be published by JVA Comunicação Editorial under the direction of publisher João Victor V. Longo. *Publish Brazil* will have an initial bi-monthly circulation of 20,000.

IDG Hungary Now Wholly-Owned Subsidiary

IDG Chairman **Patrick McGovern** recently announced that IDG's computer publishing operations in Hungary are now under the management of a wholly-owned subsidiary.

The 76 employees of the new enterprise, IDG Communications Lapkiado Kft. (IDG Communications Newspaper Publishing Ltd.), will continue to publish the weekly *Computerworld Szamitastechnika*, the biweekly *Mikrovilag* and five IT newsletters.

The former joint venture company, Computerworld Informatika Ltd., has been dissolved, and former general manager Dezso Futasz has retired from his position and is working elsewhere.

INCREASING COMPETITION

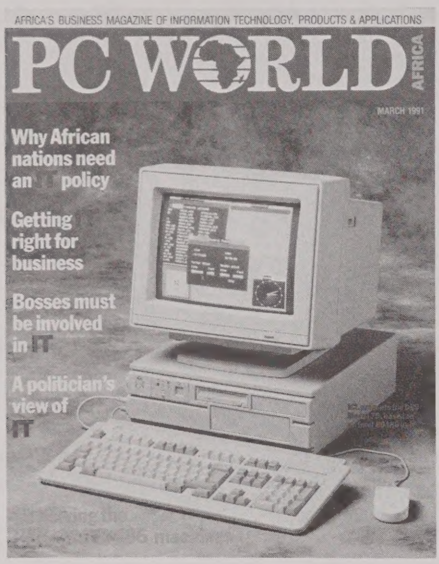
According to **Istvan Biro**, the new general manager, the market has become much more crowded since IDG's entry in 1986. While *CW Szamitastechnika* has not had real competition so far, he said that three monthlies are emerging as potentially serious contenders.

To counter their influence and expand the range of IDG Hungary's products, the staff is planning to publish a Hungarian *PC World* by the end of this year.

"The major task is to find journalists and other staff for the editorial office," Biro said, adding that he hoped to draw some of the staff from his rivals in an effort to weaken the competition. "For the time being, the American *PC World* appears to be the model to follow," Biro said, "but this concept might be changed after we review our survey of the Hungarian market's needs."

The publishing operation will continue to work closely with IDC Hungary to further strengthen its market position.

PC World Africa Expands IDG to 6 Continents


AFRICA'S BUSINESS MAGAZINE OF INFORMATION TECHNOLOGY, PRODUCTS & APPLICATIONS
PC WORLD
AFRICA
MARCH 1991
Why African nations need an policy
Getting right for business
Bosses must be involved in IT
A politician's view of IT

IDG's first product on the African continent, *PC World Africa*, made its debut in March with an initial circulation of 5,000.

The 42-page issue, which contained 16 pages of advertising, was produced through a license agreement with **Samuel Ochapa**, general manager of IDG West Africa, Ltd. Ochapa is based in Lagos, Nigeria and has a satellite office in London. Due to formidable communications problems on much of the continent, Ochapa uses the London office to access the IDG News Service, coordinate the flow of information, news and ads, and courier the material to Lagos.

"Africa is the last remaining untapped major market for computers," said IDG Chairman **Pat McGovern**. "I'm delighted that *PC World Africa* gives IDG early access to this potential."

The monthly publication will appear in 25 sub-Saharan countries, with at least half of the readership in Nigeria, the region's most populous country.

Ochapa hopes to double the circulation within two years and explore book publishing and research opportunities.

IDGC/P Telemarketing Team Has Talent for Hire

IDG publishing offices in the United States looking to crack the direct distribution network need not look further than the telemarketing staff at IDG Communications/Peterborough.

Under the direction of Single Copy Sales Director **Linda Ruth**, the team of Newsstand Promotion Manager **Deborah Walsh** and direct sales representatives **Bonnie Nannini** and **Carol Eva** is ready to help IDG colleagues pick up ancillary sales in a short period of time—and at a reasonable price.

IDG Peterborough's telemarketing trio specializes in dealer sales to non-traditional outlets. They're available to assist any IDG business unit. (L-R): Deborah Walsh, Bonnie Nannini and Carol Eva.

Nannini and Eva, who do most of the selling, specialize in dealer sales to non-traditional outlets such as computer stores, college bookstores and other independent booksellers.

Walsh explained that before IDGC/P helped convince them otherwise, most of these outlets didn't carry magazines and didn't understand the value of selling magazines to enhance the sale of their other products.

ADDED INTANGIBLE

With more than five years of IDG experience apiece, Nannini and Eva have developed a special rapport with their accounts. As a result of their experience, they've developed a sizable list of contacts.

"We bring an added intangible to the selling process," Walsh said. "We can get beyond the switchboard and go right to the buyer."

The group has done solicitation for a number of IDG companies, including *PC World*, *Macworld*, *Publish* and *IDG Books*, as well as other independent publishers and several advertisers.

In addition to sales, the telemarketing department offers a range of other services. These include data entry, account maintenance—calling the retailer to find out if he's satisfied with the count or to promote new titles—and customized surveys directed to subscribers or bookstore managers.

The group also makes point-of-purchase placement calls to bookstores to find out their needs for display bins, posters or other sales devices.

The telemarketing team is also installing a complete telemarketing system, Telemagic, that will offer comprehensive reports, a valuable database and the ability to maximize profits.

On line

ASK WALTER

Q How much do you travel, and how much of that time is spent with IDG advertisers?

A Outside of regularly scheduled meetings with various managers and management groups around the world my travel is totally dependent on current needs. In other words I'll go anywhere, anytime as necessary to ensure that the operational needs of IDG are being met.

I typically get to Europe three or four times a year, to the Asia/Pacific region about twice and to Latin/South America once a year. There is also a certain amount of U.S. travel for various review boards, budgets, compensation/review meetings, etc. I have also been making an effort to get out to see more clients/agencies and, like all members of the Executive Committee, have been assigned some special clients to stay in touch with on a regular basis. I would personally like to do more of this but with the tremendous number of independent operating units that we have at IDG my time is somewhat limited by the demands of these groups.

Q Are there any plans to institute a recycling program at the sales offices?

A At a corporate level we certainly very much support all efforts at recycling and encourage all of our operating units to do whatever they can to help in this effort. This is a matter that has to be dealt with on a very local level as needs and regulations vary greatly from one part of the country to another.

Q Many companies offer "personal" days aside from regular vacation and sick days. Why doesn't IDG?

A We feel that we have a more than competitive array of paid time off. Rather than reducing the number of sick days, vacation days and paid holidays to allow for "personal" days (which is what many companies do) we have opted for a very flexible policy of paid holidays. As the IDG handbook indicates we have only a few "mandatory" holidays and offer most employees the opportunity to take "substitute" days to coincide with birthdays, anniversaries and/or other days important to any employee.

Q What additional market areas might IDG address in future publications?

A We are always looking for new market areas and always hope to be the first and best. There are numerous examples of IDG's committment to this and we will always continue to look at anything that might provide us with a new market niche.

The only requirement we have is that it is related to Information Technology and that it represents a real opportunity for IDG over a longer period of time. The new market areas that are always most appealing are those that would be global in nature and would allow us to properly leverage our investment over a number of world markets.

We are currently looking at a number of new concepts and I'm sure that over the coming months there will be some exciting developments. Obviously much of this information and the attendant research is confidential in nature (in terms of not letting our competition know what we're looking at for the coming years).

I know that a number of our various worldwide managers are going to be submitted proposals for new ventures along with their business plans for FY 92.

Q Why don't we have extended benefits to cover our families? Example: Unemployed son or daughter over 19 years, unmarried hetero or homosexual couples. Many companies and cities now offer this at only a 3-5% more premium charge.

A We are always looking at and reviewing our benefits package and continue to modify and change. The modifications and/or changes that are made from time to time are always based on being of the greatest benefit to the greatest number of employees. If there are employees who feel that their particular needs are not being properly covered by our current programs I would strongly suggest that they contact HR with their concerns. I am confident that whatever is passed along to HR is very carefully reviewed and in many cases such suggestions to HR result in changes to our program.

Q Are there any plans for a company-wide non-smoking policy for every employee of the entire IDG company?

A To the best of my knowledge the vast majority of all of our offices are now officially non-smoking. We leave this up to the individual operating units.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, Vice Chairman Axel Leblois, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

NW Employment Line Off to Great Start

Networking Careers ON-LINE

The *Network World* staff has called the publication's new recruitment ad service, Networking Careers On-Line, a smashing success after just one week of operation.

Networking Careers On-Line is the latest component of *Network World*'s On-Line Bulletin Board System, which includes editorial forums and allows people to request subscriptions. The careers portion runs the text of each print recruitment ad and also enables employers to list more details about the company and available positions. It is free to readers and advertisers.

More than 1,300 users have dialed into the bulletin board system since Networking Careers On-Line debuted on April 15, a 600% increase over the course of a typical week. Bill Reinstein, national sales manager of recruitment advertising, attributed the increase solely to the careers program and said advertisers have been quick to praise the system. "One advertiser said he heard from a number of prospective employees who hadn't seen the print ad but noticed the job listing on the bulletin board," Reinstein said. *NW* has already attracted three new advertisers as a result of the system.

Networking Careers On-Line has generated so much interest that Systems Support Director Jeff Pennett has had to include two additional modem lines so that five people can now tap into the system at a time.

FCW Publishes New Supplement

Federal Computer Week has expanded its publishing portfolio with the introduction of the first contract handbook. The advertising supplement is targeted at increasing revenue and providing readers with a greater understanding of newly awarded federal contracts.

The first in the series, the SMC Handbook, is a 32-page supplement that describes the Small Multiuser Computer program, an office automation system used by six U.S. military departments. SMC was recently awarded to Electronic Data Systems (EDS), which will manage the delivery of more than 450 products from 59 vendors.

FEDERAL
COMPUTER WEEK

The handbook was bound into 30,000 copies of the April 15 issue and targeted exclusively to federal agencies that can purchase products through the SMC program.

While *FCW*'s primary audience is people with proven purchasing authority, the advertising supplement will be helpful to individuals who want to buy single or a small number of software or hardware products.

Jim Hussey, *FCW*'s regional manager and manager of the white papers series, said that the supplement is the first in a contract handbook series that will be tied into major procurements awarded by the United States government. He said that the supplement is the first major marketing tool to help organizations market their products from the first day of the procurement award.

Hussey explained that *FCW* first approaches the prime contractor (in this case EDS) and proposes to do a handbook on its specific award. *FCW* then enters into a business relationship with the prime contractor, which agrees to a total sum for the project. The contractor then solicits advertisements from its teaming partners, or subcontractors.

"This product is a natural for *FCW* because we're the industry leader in reporting on contracts and the procurement process," Hussey said.

However, since the handbook describes the advantages of a particular contract, *FCW*'s editorial staff can't appear as advocates and must maintain a distance to avoid any appearance of conflict of interest. As a result, while the handbook adheres to *FCW*'s strict editorial and design guidelines, the supplement is written and designed by freelancers under the supervision of Production Manager **Susan Miller**.

IDG Gears Up for AIDS Walk

IDG President **Walter Boyd** has invited New England-area business units to participate in "Rival Aid II," an effort to raise money and awareness for the Boston-based AIDS Action Committee. This year's "From All Walks of Life" 10-kilometer walk will take place on Sunday, June 2.

IDG triumphed in last years' competition, a "friendly" battle initiated by rival publisher Ziff-Davis, which garnered $60,000 from IDG employees. This year, both Ziff-Davis and Cahners Publishing declined IDG's challenge. Instead, IDG business units will compete against one another in hopes of surpassing the 1990 total.

The competition is being coordinated by **Donald Young**, assistant to the president; **Mary Dolaher**, executive assistant to the chairman; **Nicole Kassel**, corporate communications assistant, **Tom Mathews**, director of benefits and systems; **Bill Sell**, WEC vice president of planning/operations, and key staff members of participating business units.

IDG will kick off its fundraising effort with a party May 16 at a local dance club. Evening admission is free for IDG employees and guests. Interested? RSVP by May 10 to Nicole Kassel at (617) 534-1228.

Human Resources News

NEW POSITIONS THIS WEEK April 29, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SALES ASSISTANT (IFW)
This position will support two regional sales managers. Sales and administrative experience preferred. Should have excellent organizational skills and possess an eye for detail. Candidates must be client and service oriented. PC and publishing experience a plus.

MARKETING ASSISTANT (IFW)
This position will provide administrative support for all members of a busy Marketing Department. Responsibilities include acting as liaison between Marketing, the Sales force and other departments, managing promotional material inventory, and coordinating various promotional programs and events. Ideal candidate should be organized, pleasant and eager to learn. PC or Mac experience is helpful.

EXECUTIVE ASSISTANT (IFW)
This highly visible position as Executive Assistant to President/Publisher will also provide administrative support to Associate Publisher and Vice President. Qualified applicants should have a minimum of five years executive level administrative support experience, be extremely organized and be multi-task oriented. The successful candidate will be a very professional and pleasant representative of the Executive offices.

COPY EDITOR (IFW)
Candidate will edit copy for grammar, spelling and style, write headlines, captions and pull quotes. BA in English, Journalism or equivalent experience preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: April 29, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	General Ledger System Specialist	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	V. Lyons	(508)935-4024
IDG	A/P Data Entry	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Svcs., Framingham, MA	D. Goldstein	(508)879-0700
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	S. Cincotta	(508)820-8245
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Managing Editor	*Global Networks*, Framingham, MA	S. Perry	(508)935-4407
ITI	Product Marketing Manager	Framingham, MA	S. Perry	(508)935-4407
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst/PC Hardware	Framingham, MA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Operations Assistant	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Marketing Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Executive Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
PCW	Special Asst. to the Publisher	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW/CS	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
MAC	Associate Editor	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Sales Associate	*MacWorld*, San Francisco, CA	S. Young	(415)243-0505
MAC	Sales Associate	*MacWorld*, Chicago, IL	L. Ladle	(708)827-4477
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	J. Chutchian	(508)879-0700
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Colorful Corporate Brochure Highlights IDG Units

IDG's new fold-out corporate brochure has rolled off the presses and is now being distributed to offices worldwide.

The colorful cover design not only portrays IDG's publishing, research and exposition divisions but reflects the image of a company in constant motion. With close to 150 publications in more than 45 countries included in the brochure, a lighter yet higher quality cover stock was used this year so that more pieces could be carried by sales representatives without adding extra weight. Another plus for this brochure is the cost: at $2.50 each, it's half the price of last year's version.

The brochure is part of a corporate identity package that will soon include a wall poster on global information technology markets and a mock-up of an advertising page. The wall poster, a new piece of the package designed to keep the IDG name in front of clients and prospects alike, features a colorful map of the world and is targeted to media buyers and marketing executives.

Jim McBrian, vice president/group publisher at IDG Peterborough (L) and International Marketing Services President Dick Soule take a look at the new corporate brochure.

IDC Netherlands Celebrates New Space, Renewals

IDC Netherlands had a house-warming party recently in their attractive new office space. The new location is much closer to downtown Amsterdam and the office is larger and more flexibly arranged than the previous location.

IDG Chairman **Pat McGovern** was on hand to offer a toast at the "office warming ceremony" and congratulated the staff on the excellent renewal rate they have been enjoying for their professional services and an impressive 35% increase in the average value of these renewals.

McGovern helped IDC Netherlands General Manager **Liesbeth Ruoff** cut the celebratory cake, and then gave a slide presentation on IDG's current worldwide activities including market opportunities and 1991 strategies.

IDG Netherlands General Manager **Ruud Bakker** and his staff were also at the celebration. IDG Netherlands has plans to organize and run a number of jointly sponsored seminars and conferences with IDC this year.

IDC will also be pursuing research studies identifying the key buying influences at computer sites in the Netherlands.

Liesbeth Ruoff and Pat McGovern

Address and Phone Changes for IDC Netherlands

Liesbeth Ruoff
General Manager
Gebouw Westhaghe
(2e verdieping)
A. Fokkerweg
1059 CM Amsterdam
The Netherlands

Telephone: 20-669-2721
Fax: 20-617-5566

Noteworthy !

Several changes recently took place at Information Computer Enterprise (ICE), the IDG joint venture in the Soviet Union. **Boris Antoniuk**, Chairman of ICE, has been appointed general manager of ICE as well. **Michael Volodarsky** has undertaken new responsibilities as president of the IDG Contract Publishing Group, a wholly owned subsidiary of ICE.

* * *

There are lots of new faces at IDG *Denmark.* **Ole Rahn Rasmussen** has signed on as journalist at *Computerworld Denmark.* Previously a journalist at *Tekform*, his academic background is in engineering.

Bent Rasmussen has accepted the position of circulation manager for the subscription division. He was formerly a marketing manager for a government information agency where he was responsible for information services and customer contact. Rasmussen enjoys badminton, playing cards, traveling and his family.

Michael Gustav Hansen joins IDG Denmark as sales assistant responsible for display ads. He arrives from *A/S Forlaget Borsen*, where he was also in ad sales. Hansen has an academic background in business and enjoys sailing, fishing and bicycling.

IDG Denmark also welcomes **Thomas Christensen** as graphics designer for the magazines division. He will be responsible for the layout and production of all IDG Denmark magazines. Christensen was previously a computer consultant involved in free-lance graphics production. In his spare time he likes to keep up with new innovations in professional publishing.

Dag Holmstad joins *Computerworld Denmark* as a journalist. Formerly a journalist with *Datatid* magazine, he has an educational background in finance, banking and journalism. He enjoys athletics and opera.

* * *

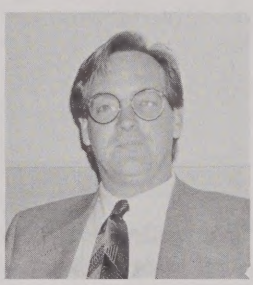
There are a number of new faces stateside this week as well. **Katy Gurley** has joined *InfoWorld* as executive editor, news. She will be responsible for editing and supervising the news section. Formerly the editor of *Comdex Show Daily* at the Interface Group, Gurley attended Webster College.

* * *

Leslie Piper joins *PC World* as ad sales administrative assistant. She arrives from Wells Fargo Bank, where she was a loan application processor. Piper received her B.A. in communications/advertising and likes bicycling, running and racquetball.

* * *

Kevin Ellis has joined *InfoWorld* as director of marketing. He will be responsible for marketing *InfoWorld* and IDG Books. Ellis was most recently vice president and director of account services at FCB/Technology, where he was in charge of account service and also performed media and research functions. He attended the University of California at Santa Barbara and enjoys travel, reading and writing.



Kevin Ellis

* * *

Pat Gabelmann joins CIO Publishing as advertising sales assistant. She was previously customer service manager at Bowater Sales Co., where she was responsible for all orders, quotes and inventory for the Northeast region. Gabelmann attended Bergen Community College and enjoys reading, crossword puzzles, Nintendo, and the New York Mets.

* * *

World Expo Corp. welcomes **Sandra Carmel** as executive secretary. She arrives from Methods Machine Tools, where she was administrative sales coordinator in charge of preparation and dispersal of quotations and catalog inventory. She attended Lasell Junior College and enjoys tennis, hiking and aerobics.

April Brings *Macworld* Honors

Macworld **recently walked away with honors from two prestigious publishing associations.**

Winners fell into the following categories:

Computer Press Association
First Place
- **Best Computer Magazine, Circulation more than 50,000**
- **Best Computer Columnist, Jerry Borrell**
- **Best Hardware Product Review, Cheryl England Spencer, author; and Adrian Mello, editor**

Chicago Business Press Association
First Place
- **In-depth Feature**
"The Magnetic Field Menace"
Paul Brodeur, author; and Suzanne Stefanac, editor

Second Place
- **Regular Department**
"Conspicuous Consumer"
Deborah Branscum, author and Charlie Barrett, editor
- **Signed Column**
"Out on a Sim"
Steven Levy, author; and Deborah Branscum, editor

Third Place
- **Technical Feature**
"Getting Started With OCR"
Jim Heid, author; and Cathy Abes, editor
- **Graphic Design - Contents Page**
Dennis McLeod (July issue)
- **Graphic Design - Opening Page Feature Category**
Hae Kim, Designer; and John Hersey, Illustrator

20 Years of Service Celebrated at the Ritz

On April 2, **Judy Kramer** was escorted to the Ritz-Carlton in Boston by IDG Chairman **Pat McGovern** to join longtime friends and employees for a dinner in honor of her 20 years of service.

Kramer was hired as a secretary back in 1970 and within three months was promoted to executive secretary working for former IDCers Walt Misdom and John Breyer. In 1974, Kramer was responsible for setting up and managing the IDC Production Department, and in 1979 was promoted to IDC manager of administration. In 1983, Kramer was promoted to IDC's director of corporate services and continued to work for Breyer until he left that year to start a venture capital company in California. In 1984, Kramer was appointed IDC's vice president of corporate services and was responsible for automating the billing system at IDC. In 1989, Kramer transferred to Technology Investment Strategies Corp. and assumed her present position as comptroller.

According to longtime co-worker IDG President **Walter Boyd**, "Judy has been, and continues to be, one of those absolutely indespensible 'Rock of Gibraltar' people without whom IDG would be a far lesser company. I have had the pleasure of working with Judy on many levels — including having her as a direct report for a short period of time in the mid-eighties. Her dedication to International Data Group and her specific operating unit responsibilities has always been incredible.

"On top of that, no matter how busy or pressured she may be she always has a smile and a great sense of style. I was very pleased to be included in her 20th anniversary celebration."

Celebrating Judy Kramer's 20th anniversary at IDG are (L-R): Walter Boyd, Pat McGovern, Janet Sparre, Judy, Charlie Greco, Eva and John Breyer and Ted Bloom.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Marcia Blumenthal - IDC

ELEVEN YEARS
Mike Masters - IDG/C Peterborough
Ann Finn - *Network World*

NINE YEARS
Gail Odeneal - ITI

SEVEN YEARS
Lisa McGrath - CW Publishing
Lory Zottola - CW Publishing
Penny Winn - IDG Intn'l. News Group
Grace Duarte - *InfoWorld*

SIX YEARS
Diane LaLumiere - IDC
Jose Miguel Perez - IDG Venezuela
Mary Peterson - *InfoWorld*

FIVE YEARS
Kathy Sullivant - IDG
Carol Czyzewski - *InfoWorld*
Peter Kelly - CW Publishing

FOUR YEARS
Mark Leary - TISC
Nancy Sterling-Grant - *InfoWorld*

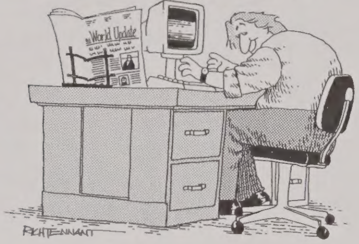
THREE YEARS
Janet Walden - *PC World*
Nancy Underwood - IDC
Bob Ellefson - IDC
Janice Whitehill - IDC U.K.
Shannon Smith - *Macworld*
Alison Conliffe - *Network World*
Darren Ford - CW Publishing
Gabriele Arioli - IDG Italy
Carol So - *InfoWorld*
Elizabeth Eva - *InfoWorld*

TWO YEARS
Kim Herlihy - *Federal Computer Week*
Robert Thirwell - IDG Australia
Dana McCarron - *Network World*
Marsha Ford - ITI
Laura Piras - IDG Italy
Andre Kvitka - *InfoWorld*
Carla Matthews - *InfoWorld*
Debbie Silver - *InfoWorld*

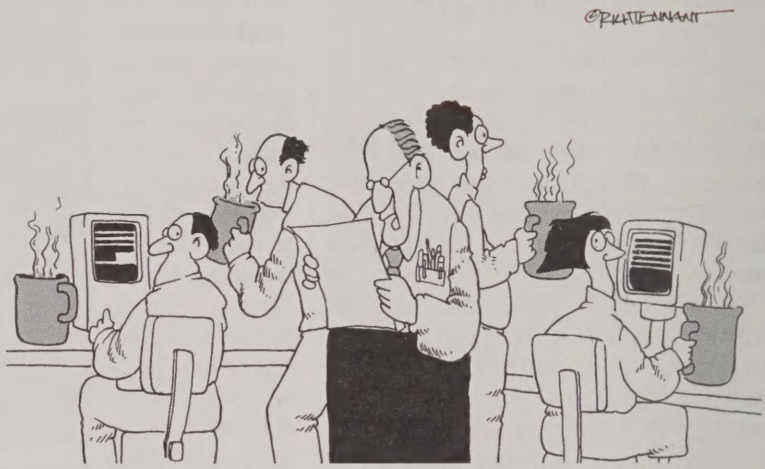
ONE YEAR
Mike Meyers - IDG/C Peterborough
Madge Warren - IDG/C Peterborough
Mary McCole - IDG/C Peterborough
Kim Lukinbeal - *Macworld*
Miriel O'Rielly - IDG Australia
Michele Gerus - CW Publishing
Susanne Kirmaier - IDG Germany
Alessandro Degli Occhi - IDG Italy
Jeffrey Vancura - *InfoWorld*

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 28. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

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VICE PRESIDENT OF OPERATIONS
Craig Pierce

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CIO Boosts Yearly Frequency Starting This Fall
- PAGE 2

IDC Publishes Comprehensive Report on Eastern Europe
- PAGE 2

Telecoms Internat'l Recognizes Managers With Industry Award
- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 18
MAY 6, 1991

New Appointments Made at ITI, *FCW*

IDC Chairman **Axel Leblois** recently announced that **Steve Woit** has been appointed CEO of Installed Technology International effective May 1.

Steve Woit

"Steve has been with IDG since 1980 and has an outstanding track record as IDG's strategic planner, IDG Communications' new products director and recently president of FCW Publishing," Leblois said.

"In addition to managing our U.S. database operation, Steve will also coordinate our international database developments to ensure consistency and know-how transfer when needed."

Ken Kaplan

"I'm pleased to be leading IDG's original business unit, which has a tremendous amount of potential," Woit said. He will remain on the FCW board of directors.

Ken Kaplan has been named to replace Woit as president and publisher of *Federal Computer Week*. Kaplan joined *FCW* in October 1990 as vice president of sales, and since March he's served as vice president/associate publisher. Prior to working for IDG, Kaplan launched and published *Long Island Monthly* from 1988-90. From 1983 to 1988 he was publisher of *VLSI Systems Design*, a CMP publication devoted to high-level microcircuitry. The publication's revenues grew 1000% under his stewardship. Kaplan has also served as an outside director for HHB Systems, a software company that is now part of Racal-Milgo.

"I'm looking to continue *FCW*'s rapid development and take it into the 1990s and beyond," he said.

IDC Briefings Begin Worldwide Tour

A number of IDC offices in Europe and Asia will be hosting IDC Briefing Sessions during the next two months. The schedule is:

Amsterdam	**May 3**
Stockholm	**May 6**
Zurich	**May 7**
London	**May 8**
Milan	**May 10**
Frankfurt	**May 13**
Copenhagen	**May 14**
Paris	**May 15**
Brussels	**May 16**
Hong Kong/China	**June 11**
Taiwan	**June 13**
Korea	**June 14**
Japan	**June 18**

In addition to European speakers, IDC U.S. staff members Dave Moschella, senior vice president/worldwide research and Kim Myhre, senior vice president/worldwide consulting, will be on the program during the first week. IDC Chairman Axel Leblois and Rick Villars, manager of the computer network architecture program, will attend the second week.

Joining the Asia staff on the first three stops will be Aaron Goldberg, vice president/desktop workstation research, Peter Burris, director of the IBM advisory service and Gigi Wang, vice president/communications. Leblois will participate in Japan.

CIO To Increase Frequency

In response to reader demand for more information on IT strategies and trends, CIO Publishing Inc. has announced that it will increase the frequency of *CIO* from 12 to 18 issues a year.

Three additional issues will be published on the 15th of the month during the fall and spring seasons. In addition to including the magazine's regular columns and features, the added issues this coming September, October and November will feature stories on open systems, outsourcing and managing change, respectively—three of the top 10 most requested editorial topics by the chief information officers and data processing executives who comprise CIO's target market.

"As part of our ongoing readership research, we've identified six critical months during the year in which our readers need more information to help plan and budget," said *CIO* President and Publisher **Joe Levy**. "During the months of April, May, June and September, October and November, our readers are typically in planning mode, making recommendations to their executive committees on IT strategies that can improve their companies' effectiveness. The '90s are starting off to be a tough decade, and people need more information than ever before."

Levy said that the move is in line with *CIO's* gradual frequency increase over the years. The magazine was launched as a bimonthly in 1987 and went monthly based on positive readership feedback after only three issues.

Asked if he thought readers resist such a change in the publishing schedule, Levy said, "No, our readers have been the guiding principals on this. The reason *CIO* has done well is that we're different. We've never been a 'me too' publication."

Core advertisers have been strongly supportive of the additional issues, he added.

"The editorial staff is committed to the thoroughness and high-level focus our readers have come to expect from us," emphasized Editor-in-Chief **Marcia Blumenthal.** "And we'll continue to write without using the technical jargon so that senior executives can make sense out of IT issues and trends."

Study Profiles Eastern Europe

The first comprehensive report on computer markets in Eastern Europe was recently released by IDC.

Data was collected for the 360-page, five-country report throughout 1990 in collaboration with IDC's newest worldwide research offices in Hungary, Poland and Berlin.

The study, titled *Eastern European Computer Markets: Market Dynamics in Czechoslovakia, East Germany, Hungary, Poland and Yugoslavia* anticipates that growth in hardware spending in the region will outpace rates in all other major areas of the world through 1994.

"The replacement of obsolete locally manufactured computers, access to technologies previously restricted by COCOM regulations, and the need to upgrade existing installations to meet the IT requirements of a market economy will spur a strong demand in the region for Western computing technology," reported **Steven Frantzen**, manager of Soviet and Eastern European Research Services at IDC's Eastern European Expertise Center in Berlin, Germany.

The rapid retirement and replacement of Eastern European manufactured computers, which the IDC report states accounts for as much as 85%, will provide outside firms with significant opportunities for hardware shipments in the coming years.

The study also examines the following points for each country: political and economic background, the parameters of the computer market, computer market dynamics and profiles of the most important vendors in each country market.

It also looks at each country's role in Comecon's joint development program for computing technology.

IDG Pubs Win More Awards

Last week, *IDG World Update* reported that *Macworld* had been recognized for several top honors by the Computer Press Awards and the Chicago Business Press Association for works published in 1990. The following are more editorial awards earned by IDG publications:

Computer Press Awards

•Best News Story in Computer Publication

Winner: Alice LaPlante and Ed Scannell, "IBM/Microsoft Alliance Crumbling," *InfoWorld*

Runner Up: J.A. Savage and Amiel Kornel, "Air Systems Upgrade Off Course by $15B," *Computerworld.*

•Best Feature in Computer Publication

Runner Up: James Martin and Brad Bunnin, "Copyrights and Wrongs," *Publish*

•Best Computer Columnist Runner Up: Steven Levy, *Macworld*

•Best Hardware Product Review

Runner Up: Rod Chapin, author, and Sebastian Rupley, editor, "Power in Your Pocket," *InfoWorld*

Pennisula Press Awards

Winner: Brita Meng, "With A Little Help From My Mac," *Macworld*

Third Place: Deborah Branscum, "Washington Rethinks ELF," *Macworld*

On line

ASK AXEL

Q Do the interests and concerns of the attendees at the IDC Briefing Sessions in Europe differ from those in the U.S.?

A Yes and no. Attendees in Europe have a strong interest in understanding their local market dynamics, which are often quite different from those in the U.S. This is true for local vendors' market shares, distribution channel patterns, even user needs.

On the other hand, their interest in technology issues and global market trends are the same as in the U.S., since these often emerge first in the U.S. It is important, therefore, to keep a good balance between our U.S. and European speakers.

Q Why was this year's U.S. Strategic Planning Meeting cancelled? Will the meeting be reinstated in another form?

A Since 1989, all operations must prepare three-year plans based on their individual market assumptions. These plans are submitted to IDG for approval prior to the budget cycle itself. As a result of this decentralized planning process, most U.S. operations have set up in 1990 and 1991 individual off-site planning sessions in one form or another with the involvement of many employees.

This development has clearly impacted our way of looking at the "pan-IDG" planning process, which has consisted so far of a general gathering to discuss the external factors that influence our business. In many cases, the work done at the level of each operation has proven to be quite good and better focused than what was done at our former IDG sessions. In 1991, we did not reach a consensus on what ought to be done realistically to benefit all participants and decided to postpone our meeting until 1992. Schedules are really busy for all!

We are currently defining a new way of gathering long-range planning information that is more focused on longer term issues with a seven-to 10 year horizon.

We are also looking forward to achieving a better level of involvement of IDG employees and operations in the process. The former method ended up too often with the chairperson of each group doing most of the work with little real interaction. It also overlapped too much with subjects covered in individual operations plans.

Finally, we will use much more customer input to analyze our future and try to come up with alternative written scenarios based on collective brainstorming. This should contribute to Pat's vision for IDG's future and to individual operations' thinking.

Q Now that the IDC Expertise Centers have been established and are in full swing, can you explain how they break down by function?

A We have nine Expertise Centers located in Europe. Five are located in London (PCs, Printers, Multi User Systems, Terminals and IT Perspectives), two in Paris (Networks and Software), and one each in Copenhagen (Unix) and Frankfurt (Open Systems). There is a research program manager in charge of each Expertise Center. It is his job to act as product champion. Our European Research Director, Jim Beveridge, oversees all European research to ensure consistency of both Expertise Center and local country research.

Q Given that the worldwide markets have been depressed, is there anything particularly interesting on the horizon for the IT industry?

A Worldwide IT markets grew by 12.7% in 1990 compared with 1989 and are outpacing economic growth everywhere in the world. So, I would characterize the current trends as a general slowing down of our IT markets, not as a depression.

The most interesting fact that we gathered a few weeks ago at IDC is that the average expenditure per user in the world stopped declining in 1985 and has since remained flat at about $2,000. The components of this average expenditure are changing rapidly to the detriment of hardware and to the benefit of software and services.

However, with the number of users continuing to expand beyond the end of this century, it means that our industry is poised for a steady growth despite painful structural adjustments in the hardware-related industries.

Q Do you have any plans to return to France someday—either to live or work full-time?

A No, I don't. My four children are now bilingual and bicultural. I would like them to keep these skills, which would be difficult if we were to relocate to France. In addition, both my wife Christine and I really enjoy living in the United States and the multicultural dimension of our life. So, for the foreseeable future, we expect to remain U.S. residents.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, Vice Chairman Axel Leblois, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Calendar 1 2 3

- **MAY 14-16**
  Macworld Expo/New Zealand
  Aotea Centre
  Auckland, New Zealand

- **MAY 15-17**
  Macworld Expo/Europe
  RAI Exhibition Center
  Amsterdam, The Netherlands

- **JUNE 3-6**
  Macworld Expo/Berlin
  Amk & ICC
  Berlin, Germany

- **JUNE 3-7**
  Object World
  Fairmont Hotel
  San Francisco, CA

- **JUNE 13-14**
  South American Managers Meeting
  CW Product Line Meeting
  Caracas, Venezuela

- **JULY 9-14**
  PC World Forum/Moscow
  VDNH Exhibition Park
  Moscow, USSR

- **JULY 15-18**
  ComNet/WEST and NetCom
  Moscone Convention Center
  San Francisco, CA

- **AUGUST 6**
  EAOC Meeting
  Algonquin Club
  Boston, MA

- **AUGUST 6-8**
  PC Windows/Sydney
  Darling Harbour Exhibition Center
  Sydney, Australia

- **AUGUST 6-9**
  Macworld Expo/Boston
  Bayside Expo & World Trade Center
  Boston, MA

Telecoms International Cosponsors Industry Award

Telecoms International, an IDG France publication, joined Motorola Codex and France's National Institute of Telecommunications (INT) to award the first "Telecoms Manager of the Year" prize to the top telecommunications manager in France.

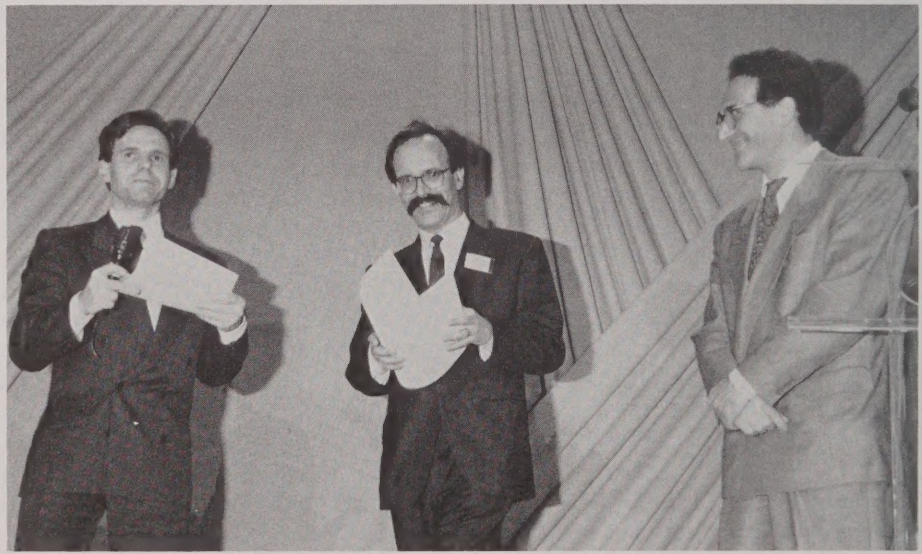
Six finalists and one winner were honored at a ceremony last month that was well-attended by prominent industry representatives, including the French Minister of Telecommunications, Paul Quiles. While Quiles is renown for making only brief appearances at industry functions, he stayed for the entire *Telecoms* event.

Veronique Lamarque, formerly advertising director for *Telecoms International* and now eastern advertising manager for International Marketing Services in Framingham, was responsible for IDG's contribution to the program. When Motorola Codex asked *Telecoms* to cosponsor the program, the first of its kind in France, the staff quickly agreed.

"This program is a way to promote the position of telecommunications manager in France," Lamarque said. "The job is not well defined in end-user companies." She noted that within French companies, the percentage of people involved in managing telecommunications is less than half that of comparable firms in the U.K. or elsewhere in Europe.

While *Telecoms* handled the promotion, Motorola and *Telecoms* paid the advertising costs and INT supervised the application process. All three sponsors selected prominent businesspeople to serve on the jury that combed through more than 50 nominations. The applicants, all of whom were end-users, had to satisfy five criteria including demonstrating how their implementation of a telecommunications system met company needs and proved financially beneficial.

Telecoms International has a five-year contract to cosponsor the program in France. Motorola Codex plans to expand the program into other European countries, and by 1993 will also award a European-wide top prize.



Gerard Bidal, publisher of *Telecoms International* (L), awards a citation to one of the finalists in the French "Telecommunications Manager of the Year" competition. Looking on is Jean-Pierre Achouche (R), director of the National Institute of Telecommunications.

Human Resources News

NEW POSITIONS THIS WEEK May 6, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

EAST AND WEST COAST OPPORTUNITIES FOR THE MARKETING SERVICES DIVISION AT IDG HEADQUARTERS

NATIONAL ACCOUNTS MANAGER

Put your extensive publishing/media sales experience to work managing/representing the IDG national accounts program. Requires experience in strategic salesmanship and ability to effectively represent IDG's worldwide product line.

DIRECTOR, MARKETING COMMUNICATIONS

Will direct the marketing communication program for IDG, including managing agency relationships and developing sales and marketing materials. Integrate and manage entire marketing program, including trade advertising, seminars, events, collateral materials, and trade shows. Requires broad range of experience in marketing related positions, knowledge of the computer publishing industry as well as demonstrated success in developing effective marketing communication programs.

MARKETING MANAGER

Will develop and implement marketing systems and collateral materials to support national accounts program and coordinate merchandising program. Requires experience in managing complex marketing programs and extraordinary attention to detail.

MARKET ANALYST

Will conduct IDG analysis of trade advertising trends and competitive tracking, developing information and writing for an IDG internal newsletter. Requires knowledge about the publishing industry, excellent written and oral communication skills, and must possess strong analytical abilities.

ASSISTANT TO THE PRESIDENT

Will provide clerical and administrative support to the president to include word processing, phone screening, filing, and project management. Requires detail-oriented individual with strong organizational skills.

……

SR. ACCOUNT EXECUTIVE (WEC)

Responsible for implementing telemarketing campaigns for W.E.C. events developed by the sales manager. Specific tasks include sales, sales reporting, supervising telemarketing activities and monitoring administrative follow-up on sales activities. Sales experience and PC literacy required. This position demands the ability to work in a team environment, and a high degree of contact with clients, show managers and the sales manager.

CUSTOMER SERVICE REPRESENTATIVE (WEC)

Responsible for incoming phone calls and providing product support in an automated environment. PC experience and data entry skills required. This position demands the ability to work in a team environment, and a high degree of contact with internal groups and clients. A pleasant phone manner is essential.

PRODUCTION ASSISTANT (NWW)

Responsible for operation of stat camera including equipment maintenance, troubleshooting and inventory. Duties include transmitting pages, paste-up of all classified pages, book layout and print buying. Will also assist Production Coordinator and Imaging Manager on a weekly basis with checking film, typesetting, and trafficking of all pages and materials. Requires an extremely detail oriented individual with at least two years of camera and paste-up experience, typesetting experience and two years print/production background.

COPY EDITOR (NWW)

Responsible for the editing and production processes of the newspaper. Duties include editing news and features on-line, proofreading pages, performing pagination, headline writing and chart production. Requires a degree in English or Journalism. Familiarity with Atex and AP style are desirable.

COMPUTER TECHNICIAN (IFW)

We are seeking a skilled computer technician for our renowned test center. Candidate should be energetic, inquisitive, have strong working knowledge of micro computers, and posses good written and verbal communication skills. Position requires relational database programming, 3rd generation languages (C, Pascal, etc.), and lan experience. BS in computer science or equivalent work experience a plus.

SALES ACCOUNT MANAGER (PCW)

Will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Also responsible for servicing and maintaining all advertising after the sale is made.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: May 6, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
WEC	Conference Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	S. Cincotta	(508)820-8245
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Production Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Copy Editor	*NetworkWorld*, Framingham, MA	B. Khoury	(508)875-6400
ITI	Marketing Research Associate	Framingham, MA	J. Oteri	(508)935-4476
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
IDC	Research Associate (temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Telemarketing	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst/PC Hardware	Framingham, MA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
CBP	Managing Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
CBP	Technical Editor	*CBP*, Wakefield, MA	G. Bond	(617)246-3800
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Operations Assistant	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
IFW	Art Director	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Marketing Assistant	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Executive Assistant	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Copy Editor	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Computer Technician	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)329-3501
PCW	Special Asst. to the Publisher	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Subscription Director	*PCWorld,* San Francisco, CA	H. Martin	(415)978-3302
PCW	Sales Account Manager	*PCWorld,* Natick, MA	B. Ostrow	(508)879-0700
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
MAC	Associate Editor	*Macworld*, San Francisco, CA	S. Stefanac	(415)978-3314
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	J. Chutchian	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

* * *

ATTENTION-----If your child is graduating from school and is no longer a full time student, they are no longer eligible to be covered under your insurance as a dependent. Your child can continue their group medical and dental coverage beyond their eligibility termination date by opting for COBRA. COBRA legislation allows the dependent to pay insurance premiums for up to a maximum of 36 months. Please contact Holly Howard at (508)935-4386 for more information.

Calendar of Global Events

WORLD EXPO
CORPORATION

as of 4/16/91

1991

MACWORLD Expo/San Francisco
January 10-13, 1991
Moscone Center & Brooks Hall
San Francisco, California

MACWORLD Expo/Stockholm
January 28-30, 1991
Stockholm National Fairs
Stockholm, Sweden

Communication Networks (ComNet)
January 28-31, 1991
Washington Convention Center
Washington, D.C.

Network Computing Forum (NetCom)
January 28-31, 1991
Grand Hyatt
Washington, D.C.

UNIX Forum/Berlin
February 11-12, 1991
AMK & ICC
Berlin, Germany

MACWORLD Expo/Helsinki
February 14-16, 1991
Wanha Satama
Katayanokka, Helsinki

MACWORLD Expo/Tokyo
February 14-16, 1991
Nippon Convention Center
Tokyo, Japan

IDC Industry Briefing Session
March 4, 1991
Omni Shoreham Hotel
Washington, D.C.

IDC Industry Briefing Session
March 5, 1991
New York Hilton and Towers
New York City, New York

IDC Industry Briefing Session
March 11, 1991
Westin Hotel, Galleria Dallas
Dallas, Texas

MACWORLD Expo/Birmingham
March 12-14, 1991
National Exhibition Centre
Birmingham, England

IDC Industry Briefing Session
March 13, 1991
Red Lion Hotel
Costa Mesa, California

IDC Industry Briefing Session
March 14, 1991
Red Lion Hotel
San Jose, California

IDC Industry Briefing Session
March 19, 1991
Copley Plaza Hotel
Boston, Massachusetts

MACWORLD Expo/Paris
March 19-21, 1991
CNIT la Defense
Paris, France

Computerworld Expo
March 19-21, 1991
Ellerslie Function Centre
Auckland, New Zealand

SunWorld Expo/Sydney
May 7-8, 1991
Rosehill Convention Centre
Sydney, Australia

IFABO Budapest
May 7-10, 1991
Budapest International Fair Centre
Budapest, Hungary

MACWORLD Expo/Europe
May 15-17, 1991
RAI Exhibition Center
Amsterdam, The Netherlands

Computerworld Forum/Prague
May 15-19, 1991
Stremovka Exhibition Park
Prague, Czechoslovakia

MACWORLD Expo/Berlin
June 3-6, 1991
AMK & ICC
Berlin, Germany

Object World
June 3-7, 1991
Fairmont Hotel
San Francisco, California

Strategic Information Systems (SIS) Conference/Tokyo
June 25, 1991
Tokyo, Japan

PC World Forum/Moscow
July 9-14, 1991
VDNH Exhibition Park
Moscow, USSR

ComNet/WEST
July 15-18, 1991
Moscone Convention Center
San Francisco, California

WORLD EXPO
CORPORATION

NetCom
July 15-18, 1991
Moscone Convention Center
San Francisco, California

PC Windows/Sydney
August 6-8, 1991
Darling Harbour Exhibition Centre
Sydney, Australia

MACWORLD Expo/Boston
August 6-9, 1991
Bayside Expo & World Trade Center
Boston, Massachusetts

CIO Conference/Tokyo
September 1991*
Tokyo, Japan

Publish '91
September 3-5, 1991
Rosehill Convention Centre
Sydney, Australia

MACWORLD Expo/Toronto
October 8-10, 1991
Better Living Centre
Toronto, Canada

CD-ROM Expo
October 15-18, 1991
Washington Hilton
Washington, DC

Hi-Tech/Ankara
October 23-27, 1991
Ankara, Turkey

MACWORLD Expo/Auckland
October 30-November 1, 1991
Ellerslie Function Centre
Auckland, New Zealand

MACWORLD Expo/Sydney
November 7-9 1991
Darling Harbour Exhibition Centre
Sydney, Australia

MACWORLD Expo/Asia
November 26-28, 1991
Hong Kong Convention & Exhibition Centre
Hong Kong

Unix Fair '91
December 3-4, 1991
NS Hall
Tokyo, Japan

PC Windows/West
December 9-11, 1991
Moscone Center
San Francisco, California

World Expo Corporation
Family of Events

Macintosh Events

MACWORLD Expo/San Francisco	January 10-13, 1991
MACWORLD Expo/Stockholm	January 28-30, 1991
MACWORLD Expo/Helsinki	*February 14-16, 1991
MACWORLD Expo/Tokyo	February 14-16, 1991
MACWORLD Expo/Birmingham	March 12-14, 1991
MACWORLD Expo/Paris	March 19-21, 1991
MACWORLD Expo/Europe (Amsterdam)	May 15-17, 1991
MACWORLD Expo/Berlin	June 3-6, 1991
MACWORLD Expo/Boston	August 6-9, 1991
MACWORLD Expo/Toronto	October 8-10, 1991
MACWORLD Expo/Auckland	Oct. 30-Nov. 1, 1991
MACWORLD Expo/Sydney	November 7-9 1991
MACWORLD Expo/Asia (Hong Kong)	November 26-28, 1991
MACWORLD Expo/San Francisco	January 12-15, 1992
MACWORLD Expo/Helsinki	*February, 1992
MACWORLD Expo/Barcelona	*February 12-14, 1992
MACWORLD Expo/Tokyo	February 20-22, 1992
MACWORLD Expo/Birmingham	March 17-19, 1992
MACWORLD Expo/Paris	March 31- April 2, 1992
MACWORLD Expo/Stockholm	April 8-10, 1992
MACWORLD Expo/Milan	*April, 1992
MACWORLD Expo/Europe (Amsterdam)	*May, 1992
MACWORLD Expo/Berlin	*May/June, 1992
MACWORLD Expo/Boston	August 4-7, 1992
MACWORLD Expo/Osaka	*September, 1992
MACWORLD Expo/Auckland	*October, 1992
MACWORLD Expo/Toronto	*October, 1992
MACWORLD Expo/Sydney	*November, 1992
MACWORLD Expo/Asia (Hong Kong)	*November, 1992

Workstation & Unix™ Events

UNIX Forum/Berlin	February 11-12, 1991
SunWorld Expo/Sydney	May 7-8, 1991
Unix Fair '91 (Tokyo, Japan)	December 3-4, 1991
SunWorld Expo (Santa Clara, California)	April 6-9, 1992
SunWorld Expo/Sydney	*May, 1992
SunWorld Expo/Berlin	May 26-27, 1992
UNIX Forum/Berlin	May 26-27, 1992
SunWorld Expo/Tokyo	August 26-28, 1992
SunWorld Expo/Paris	*Fall, 1992
SunWorld Expo/Stockholm	*Fall, 1992
SunWorld Expo/U.K.	*Fall, 1992
Unix Fair '92 (Tokyo, Japan)	*December, 1992

Multi-Media Events

Publish '91 (Sydney, Australia)	September 3-5, 1991
CD-ROM Expo (Washington, DC)	October 15-18, 1991
Media World Expo/Tokyo	December 11-13, 1991
CD-ROM Expo/Tokyo	December 11-13, 1991
Media '92 (Los Angeles, California)	February 27-28, 1992
Publish '92 (Sydney, Australia)	*September, 1992
CD-ROM Expo (Boston, Mass).	September 28 - October 2, 1992
CD-ROM Expo/Tokyo	*December, 1992
Media World Expo/Tokyo	*December, 1992

Communications Events

Communication Networks (ComNet)	January 28-31, 1991
Network Computing Forum (NetCom)	January 28-31, 1991
Computerworld Forum/Prague	May 15-19, 1991
ComNet/WEST (San Francisco, California)	July 15-18, 1991
NetCom (San Francisco, California)	July 15-18, 1991
ComNet/Tokyo	December 18-20, 1991
ComNet (Washington, DC)	January 27-30, 1992
NetCom (Washington, DC)	January 27-30, 1992
ComNet/Seoul	February 12-15, 1992
ComNet/WEST (San Francisco, California)	July 20-23, 1992
NetCom (San Francisco, California)	July 21-23, 1992
EuroComNet/Amsterdam	September 1-4, 1992
ComNet/Rome	*November, 1992
ComNet/Tokyo	*December, 1992

PC Events

PC World Forum/Moscow	July 9-14, 1991
PC Windows/Sydney	August 6-8, 1991
PC Windows/West (San Francisco, California)	Dec. 9-11, 1991
PC Windows/Tokyo	December 18-20, 1991
Portable Computing & Communications (Tokyo, Japan)	Dec. 18-20, 1991
PC Windows/Melbourne	February 10-12, 1992
PC Windows/Toronto	March 23-25, 1992
PC Windows/Stockholm	*Spring, 1992
PC World Forum/Moscow	*July, 1992
PC Windows/Sydney	*August, 1992
PC Windows/Frankfurt	October 13-16, 1992
PC Windows/Tokyo	*December, 1992
PC Windows/West (San Francisco, California)	*December, 1992
Portable Computing & Communications (Tokyo, Japan)	*December, 1992

Other Information Technology Events

IDC Industry Briefing Sessions	
Washington, D.C.	March 4, 1991
New York City	March 5, 1991
Dallas, Texas	March 11, 1991
Costa Mesa, California	March 13, 1991
San Jose, California	March 14, 1991
Boston, Massachusetts	March 19, 1991
Computerworld Expo (Auckland, N. Zealand)	March 19-21, 1991
IFABO Budapest	May 7-10, 1991
Object World (San Francisco, California)	June 3-7, 1991
Strategic Information Systems (SIS) Conference/Tokyo	June 25, 1991
CIO Conference/Tokyo	*September, 1991
Hi-Tech/Ankara	October 23-27, 1991
Campus Soft Expo (Tokyo, Japan)	December 11-13, 1991
Computerworld Expo (Auckland, New Zealand)	*March, 1992
IDC Industry Briefing Sessions	March, 1992
Object World (San Francisco, California)	June 1-5, 1992
Hi-Tech/Ankara	*October, 1992
Campus Soft Expo (Tokyo, Japan)	*December, 1992

* Tentative dates

WORLD EXPO
CORPORATION

as of 4/16/91

INFORMATION REQUEST FORM

For more information on any of the World Expo Corporation events, please complete this form and fax it to 508-875-1573 or mail it to World Expo Corporation, P.O. Box 9107, Framingham, MA U.S.A 01701.

☐ Send me information about exhibiting at the events I've listed below.

EVENT	DATES

Name ____________________ Title ____________________

Organization ____________________

Street ____________________ City/Town ____________________

State/Province ____________________ Zip/Postal/Code ____________ Country ____________

Telephone ____________________ Fax ____________________

MAIL TO: World Expo Corporation, P.O. Box 9107, Framingham, MA 01701 U.S.A.
FAX TO: (508) 875-1573

North America

World Expo Corporation
111 Speen Street
P.O. Box 9107
Framingham, MA 01701-9107
Telephone: (508) 879-6700
Fax: (508) 872-8237

Europe

World Expo Corporation
5A, rue du Bailliage
78000 Versailles
France
Telephone: (33.1) 39 02 1000
Fax: (33.1) 39 02 0999

World Expo Corporation
Karl-Theodor-Strasse 91
D-8000 Munich 40
Telephone: (49) 89-360-86-208
Fax: (49) 89-360-86-262

World Expo Corporation
99 Gray's Inn Road
London, WC1X 8UT
Telephone: (44) 71-831-9252
Fax: (44) 71-405-2347

Asia/Pacific

World Expo Corporation
Kioicho TBR Bldg.
5-7, Kojimachi
Chiyoda-ku, Tokyo 102, Japan
Telephone: (03) 5276-3751
Fax: (03) 5276-3752

World Expo Corporation
37-43 Alexander Street
Crows Nest, NSW 2065, Australia
Telephone: (612) 439-5133
Fax: (612) 439-5512

WORLD EXPO
CORPORATION

1991

Campus Soft Expo
December 11-13, 1991
Sunshine Hall
Tokyo, Japan

Media World Expo/Tokyo
December 11-13, 1991
Sunshine Hall
Tokyo, Japan

CD-ROM Expo/Tokyo
December 11-13, 1991
Sunshine Hall
Tokyo, Japan

PC Windows/Tokyo
December 18-20, 1991
Sunshine Hall
Tokyo, Japan

Portable Computing & Communications
December 18-20, 1991
Sunshine Hall
Tokyo, Japan

ComNet/Tokyo
December 18-20, 1991
Sunshine Hall
Tokyo, Japan

1992

MACWORLD Expo/San Francisco
January 12-15, 1992
Moscone Center & Brooks Hall
San Francisco, California

ComNet '92
January 27-30, 1992
Washington Convention Center
Washington, DC

NetCom
January 27-30, 1992
Washington Convention Center
Washington, DC

MACWORLD Expo/Helsinki
February, 1992*

PC Windows/Melbourne
February 10-12, 1992
World Congress Centre
Melbourne, Australia

MACWORLD Expo/Barcelona
February 12-14, 1992
Mercado de las Flores
Barcelona, Spain

ComNet/Seoul
February 12-15, 1992
Korea Exhibition Center (KOEX)
Seoul, Korea

MACWORLD Expo/Tokyo
February 20-22, 1992
Nippon Convention Center
Tokyo, Japan

Media '92
February 27-28, 1992
Los Angeles Convention Center
Los Angeles, California

MACWORLD Expo/Birmingham
March 17-19, 1992
National Exhibition Centre
Birmingham, England

PC Windows/Toronto
March 23-25, 1992
Toronto Convention Centre
Toronto, Canada

IDC Briefing Sessions
March 1992
Boston, Massachusetts
Costa Mesa, California
Dallas, Texas
New York City, New York
San Jose, California
Washington, D.C.

Computerworld Expo/Auckland
March, 1992*
Auckland, New Zealand

MACWORLD Expo/Paris
March 31- April 2, 1992
CNIT la Defense
Paris, France

SunWorld Expo
April 6-9, 1992
Santa Clara Convention Center
Santa Clara, California

MACWORLD Expo/Milan
April, 1992*
Milan, Italy

MACWORLD Expo/Stockholm
April 8-10, 1992
Stockholm National Fairs
Stockholm, Sweden

PC Windows/Stockholm
Spring 1992*
Stockholm, Sweden

MACWORLD Expo/Berlin
May/June, 1992*

MACWORLD Expo/Europe
May, 1992*
Amsterdam, The Netherlands

SunWorld Expo/Sydney
May, 1992*
Sydney, Australia

SunWorld Expo/Berlin
May 26-27, 1992
Berlin, Germany

UNIX Forum/Berlin
May 26-27, 1992
AMK & ICC
Berlin, Germany

Object World
June 1-5, 1992
San Francisco, California

PC World Forum/Moscow
July, 1992*
Moscow, USSR

ComNet/WEST
July 20-23, 1992
Moscone Convention Center
San Francisco, California

NetCom
July 21-23, 1992
Moscone Convention Center
San Francisco, California

PC Windows/Sydney
August, 1992*
Sydney, Australia

MACWORLD Expo/Boston
August 4-7, 1992
Bayside Expo & World Trade Center
Boston, Massachusetts

SunWorld Expo/Tokyo
August 26-28, 1992
Nippon Convention Center
Tokyo, Japan

WORLD EXPO
CORPORATION

* Tentative dates

1992

SunWorld Expo/Paris
Fall, 1992*
Paris, France

SunWorld Expo/Stockholm
Fall, 1992*
Stockholm, Sweden

SunWorld Expo/U.K.
Fall, 1992*
Birmingham, England

Publish '92
September, 1992*
Sydney, Australia

EuroComNet/Amsterdam
September 1-4, 1992
RAI Exhibition Center
Amsterdam, The Netherlands

CD-ROM Expo
September 28 - October 2, 1992
World Trade Center
Boston, Massachusetts

MACWORLD Expo/Osaka
September 92*
Osaka, Japan

Hi-Tech/Ankara
October, 1992*
Ankara, Turkey

MACWORLD Expo/Auckland
October, 1992*
Auckland, New Zealand

MACWORLD Expo/Toronto
October, 1992*
Toronto, Canada

PC Windows/Frankfurt
October 13-16 1992
Frankfurter Messe
Frankfurt, Germany

ComNet/Rome
November, 1992*
Fiera Di Roma
Rome, Italy

MACWORLD Expo/Asia
November, 1992*
Hong Kong

MACWORLD Expo/Sydney
November, 1992*
Sydney, Australia

Campus Soft Expo
December, 1992*
Tokyo, Japan

CD-ROM Expo/Tokyo
December, 1992*
Tokyo, Japan

ComNet/Tokyo
December, 1992*
Tokyo, Japan

Media World Expo/Tokyo
December, 1992*
Tokyo, Japan

Portable Computing & Communications
December, 1992*
Tokyo, Japan

PC Windows/Tokyo
December, 1992*
Tokyo, Japan

PC Windows/West
December, 1992*
San Francisco, California

Unix Fair '92
December, 1992*
Tokyo, Japan

North America

World Expo Corporation
111 Speen Street
P.O. Box 9107
Framingham, MA 01701-9107
Telephone: (508) 879-6700
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5A, rue du Bailliage
78000 Versailles
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Fax: (33.1) 39 02 0999

World Expo Corporation
Karl-Theodor-Strasse 91
D-8000 Munich 40
Germany
Telephone: (49) 89-360-86-208
Fax: (49) 89-360-86-262

World Expo Corporation
99 Gray's Inn Road
London, WC1X 8UT
United Kingdom
Telephone: (44) 71-831-9252
Fax: (44) 71-405-2347

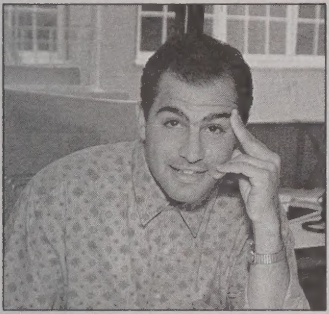
Asia/Pacific

World Expo Corporation
Kioicho TBR Bldg.
5-7, Kojimachi
Chiyoda-ku, Tokyo 102, Japan
Telephone: (03) 5276-3751
Fax: (03) 5276-3752

World Expo Corporation
37-43 Alexander Street
Crows Nest, NSW 2065, Australia
Telephone: (612) 439-5133
Fax: (612) 439-5512

WORLD EXPO
CORPORATION

In Memorium



On April 25, 1991, the IDG family was saddened by the death of a fellow worker and friend, Vincent Sebastian Giuliano, who drowned in a boating accident.

Vince began working for Publish/Integrated Media, Inc. in March 1990 as an administrative assistant in the Irvine office three months before he graduated from the University of California/Irvine. In August, he transferred to the San Francisco office where he worked as production coordinator.

Employees from *Publish*/IMI, *Macworld, PC World, NeXTWORLD* and Shared Services gathered on May 3 for a memorial service. Dozens of poems and notes were shared by friends and employees expressing fond memories and farewells.

Vince is affectionately remembered by everyone that came in contact with him as a linguistic fencer, warm, witty, energetic, passionate and a good listener with a sympathetic heart. He was known for his ever-ready smile, intense vitality, bear hugs, infectious laugh, deep respect of family and unfailingly pressed shirts. He loved rowing, literature and poetry, music, drawing, and writing.

Vince will be greatly missed and remembered by all employees who shared in the honor of his friendship and pleasure of his company.

FCW Cited for Conference Help

FEDERAL
COMPUTER WEEK

Edith Holmes, (L), editor of *Federal Computer Week,* accepts a silver tray from Linda Berdine, a member of the U.S. House of Representatives and a board member of the Council of Federal Data Center Directors. FCW's support of the council's 1990 conference through advertising and editorial coverage by reporter Ann Mercier helped draw more attendees than any previous year.

PC World Employee Named To Judicial Post in California

PC World's Sales Promotion Director **Nola Armijo** has been appointed by the California Bar Association as a non-legal representative to the Judicial Nominations Evaluations (JNE) Commissions.

The JNE Commission is responsible for reviewing all of the governor's bench nominations, from the Municipal Court to the California Supreme Court. The appointment is for one year with the possibility of a three-year term.

A candidate's background is explored in-depth and then a recommendation is made to the governor based on the commissions' findings. For a non-legal representative, the Commission makes sure the candidate has a well-rounded educational and professional background and indicates an interest in issues related to the judicial process and the selection of judges.

Nola Armijo

Armijo's background easily fulfilled the criteria. She studied American history, at both the undergraduate and graduate level, and familiarized herself with how the legal system interacts with the rest of society. Prior to joining *PC World*, she had her own marketing communications firm and specialized in law firms and related businesses.

"This experience also helped me gain an understanding of the legal issues affecting the entire profession, including judges," Armijo said.

Noteworthy !

NEW APPOINTMENTS:

A former *Computerworld* employee has returned to IDG after furthering his education. **George Griffin** has signed on as advertising operations manager at *Network World.* Employed at *Computerworld* from 1984-87, his most recent position was product services manager at Epsilon Data Management. Griffin received a B.A. from Bates College and an M.B.A. from Boston College. He is a diehard Boston Red Sox fan.

■ ■ ■

Laurie Kowalchuk joins Corporate Human Resources as HR administrator. She will assist with Human Resource Information Systems, generating reports , coordinating the job posting system and adminstrative support. Previously, Kowalchuk was with Perini Corp. where she administered the benefit program and interfaced with the payroll and IS departments.

■ ■ ■

Barbara Sullivan recently joined IDG Research Services Group as executive secretary. She arrives from an administrative assistant position at Sullivan and Sullivan Law Offices, where she was responsible for office management, bookkeeping and estate administration. Sullivan holds a B.S. from Boston College.

■ ■ ■

Curtis Price has accepted the position of analyst in IDC's data communications department. He will analyze the data communications market and emerging technologies. Price arrives from Codex Corp., where he was a marketing specialist involved in gathering information on competitors and marketing conditions. He received a B.S./B.A. in marketing from Northeastern University and is interested in music and sports.

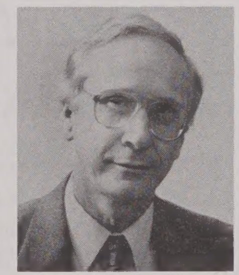
■ ■ ■

Doreen Austin joins Technology Investment Strategies Corp. as senior analyst/communications research. She will be responsible for secondary market forecasting and voice product trending. Prior to joining IDG, Austin was telecom manager at Putnam, Hayes Bartlett where she managed worldwide voice communications.

■ ■ ■

William E. Bergman has joined ITI as client service representative. He will be responsible for providing sales support and renewal rates. Most recently employed by Infotrieve Systems, Bergman received a B.A. in economics and psychology from UCLA. In his spare time he enjoys skiing.

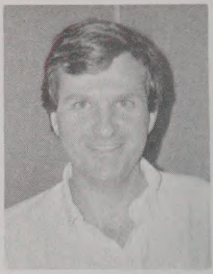
■ ■ ■



Paul Nesdore, formerly with IDG/C Peterborough as editor-in-chief of *PC Resource*, joins IDC as program manager for international planning services. Nesdore received both a B.S. and an M.A. from the University of Washington. In his spare time he enjoys music and creative writing.

■ ■ ■

Chuck Barney has signed on as research analyst for IDC. He arrives from Competitive Analysis Workgroup Technologies, where he was a director responsible for syndicated research products. Barney attended New England College and is working toward his M.B.A. at Bentley College. He enjoys cycling and backpacking.



Gary Byrne, formerly a copy editor and new products writer for *Computerworld,* is now working in Boston for the International News Group. As associate news editor for the IDG News Service, he selects and edits stories from IDG publications for transmission on the News Service and monitors the business wire for appropriate stories to add to the news wire.

■ ■ ■

NAMED TO EXEC. COMMITTEE:

Jonna Yager, director of marketing services for World Expo Corp., has been appointed to the WEC executive committee. The 11-year IDG veteran will contribute to the development of World Expo Corp. policies and procedures along with President Cherif Moujabber, Executive Vice President/North America Rich Caplan, Vice President/Europe Patrick Dexyl, Vice President/Planning and Operations Bill Sell and Senior Vice President Bill Leitch.

■ ■ ■

PROMOTIONS:

Ed Ramirez has been promoted to sales associate at *Macworld.* He moves up from his position as office services assistant at PCW Holding Company. Ramirez attended the Computer Arts Institute at San Antonio College. He enjoys traveling and scooter rides at sunset and is a tropical fish enthusiast.

■ ■ ■

Steve Ireland has been promoted to editor of *Computerworld Australia.* He joined IDG in 1985 and until recently was news editor. Ireland was originally trained as a physicist, and later employed as a systems analyst. He chief goals in his new post are to ingrain quality into every stage of the editorial process, encourage staff to enjoy their work, and to carry the voice of *Computerworld* into the wider public arena.

Two Mark a Decade of Service

Barbara Hill (L) and Margaret McIndoe each enjoyed an anniversary lunch at the Ritz Carlton in Boston with Pat McGovern.

Barbara Hill joined IDG on April 13, 1981 as an ad taker in *Computerworld*'s classified department. In 1983, Hill was promoted to Buy, Sell, Swap Coordinator of that department. Hill transferred to *Network World* in June 1987 as an advertising assistant. Seven months later, she was appointed account coordinator for all sections of *Network World*, and in October 1989, she was promoted to her current position of classified account supervisor. Hill noted that one of the highlights of her tenure was to be involved with the implementation of *NW*'s Action Center pages.

Outside of the office, Hill enjoys reading, working out at the gym, and has recently started a library of self-improvement tapes that she shares with her co-workers.

Margaret McIndoe joined IDG in March 1981 as a documentation clerk in CW Communications' circulation department. In 1987, she began her current responsibilities as a *CW*'s back issues librarian and customer service representative in the traffic department.

McIndoe said that while she loves both facets of her work, she particularly enjoys the customer service part. "I love talking to people from all over the world—it's fascinating," she said.

A graduate of Boston's Katherine Gibbs School, McIndoe enjoys the theater and often travels to York, Maine and Newport, R.I. She lives in Holliston, Mass., and has one son, one daughter and a granddaughter.

Macworld Statistics

In its recent newsletter targeted to Macintosh marketers, *Macworld* noted several circulation achievements over the past year:

- ***Macworld* set a record for the largest number of single copy units sold for one issue by a Macintosh magazine—73,552—in December 1990.**

- **BPA ConsumerTrac figures show *Macworld* delivers the largest paid circulation in the Macintosh market with an average of more than 313,000. Total paid qualified circulation grew by 15 percent in 1990, compared with 3.6 percent by the competition.**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of May. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Sue Gross - IDG Peterborough

EIGHT YEARS
Ken Sutcliffe - IDG Peterborough
Brenner Fuller - IDG Peterborough

SEVEN YEARS
Stefan Liba - IDG Germany

FIVE YEARS
Lynn Lagasse - IDG Peterborough

FOUR YEARS
Uwe Knierim - IDG Germany
Myriam De Greef - I.T.I. U.K.
Paul Bonington - *Network World*
Lonnie Forbes - *Network World*
Laura Miedico - IDG Italy
Alistair Dabbs - IDG U.K.

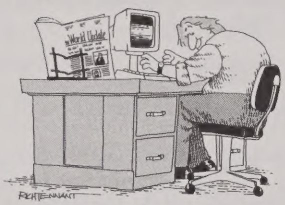
THREE YEARS
Joan Flynn - *Macworld*
Mads Christensen - IDG Denmark
Charlotte Engstrøm - IDG Denmark
Don Mahlmeister - *Network World*
Van-My Do - *Federal Computer Week*

TWO YEARS
Ilona Schenkl - IDG Germany
Geraldine Delahuarty - I.T.T. U.K.
Hans-Joachim Christ - IDC Germany
Dale Johnson - IDG MIS

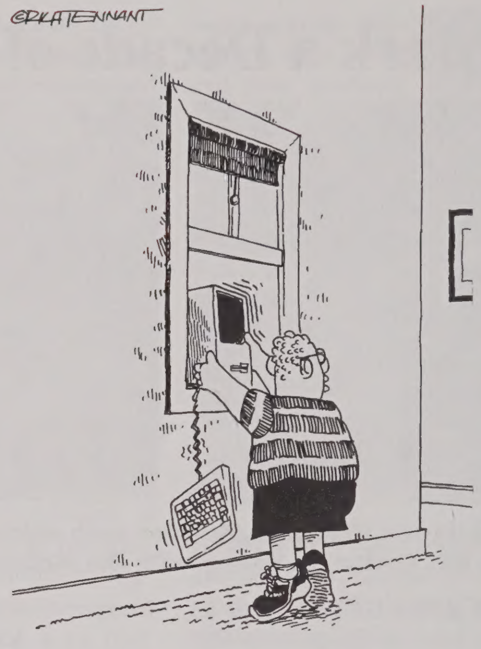
ONE YEAR
Marjorie Maggenti - *Macworld*
Ole Larsen - IDG Denmark
John Barry - IDG Peterborough
Susan Hanshaw - IDG Peterborough
Franz Josef Reismann - IDG Germany
Sergio Rizzi - IDG Italy
Margaret McAvenia - IDG MIS
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 4. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

***IDG World Update* is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

Preparation, Planning Are Keys to a Successful Sales Call
- PAGE 4

IDG Salespeople Share Tricks of the Trade
- PAGE 6

Internat'l Marketing Services Looks Into Its Crystal Ball
- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 19 **MAY 13, 1991**

advertising

ad•ver•tis•ing *n* 1: the action of calling something to the attention of the public esp. by paid announcements 2: the business of preparing advertisements for publication or broadcast

Special Issue on Selling Ads

From the inside salespeople working the phones to the account managers pounding the pavement, the people involved in selling ads must be skilled in the art of persuasion. This week, IDG World Update *looks at the sales process and the strategies advertising reps employ to clinch the deal and keep the customer satisfied.*

Global Rate Cards Expand Sales Horizon

Like most people, advertisers want to align themselves with the leader. They want their ads to be where the lion's share of the readers are. With the new Global Rate Card project currently under way, IDG is prepared to help its advertisers do just that.

International Marketing Services and the newly established Marketing Services Department have developed the Global Rate Card to encourage advertisers to adopt a global strategy. The rate cards will be used by both IMS and the ad sales departments of individual publications. The *Computerworld* and *PC World* product lines will be the first to use the new cards, with other product lines expected to offer them in the near future.

The first Computerworld Global Rate Card will debut over the next two weeks. Shortly thereafter, the PC World Global Rate Card will be launched.

Created to simplify the process of advertising globally with IDG, the Computerworld Global Rate Card provides basic information on 37 worldwide *Computerworlds* on one card. Each card will list *CW* publications by major categories — the U.S., Western Europe, Eastern Europe, Asia/Pacific and Latin America. It will also include pricing for various size ads, circulation figures and a dollar value of the individual information technology markets.

U.S. RATE CARD NO. 11 OCTOBER 1990

COMPUTERWORLD ASIA

U.S. RATE CARD NO. 15 JANUARY 1991

COMPUTERWORLD AUSTRALIA

Serving the Australian Computer Community

U.S. RATE CARD NO. 9 JANUARY 1991

COMPUTERWORLD ITALIA

Serving the Italian Computer Community

According to IMS President **Dick Soule**,"We'll have as many salespeople banging on the IDG global sales drum as possible."

If a client decides to buy ads in any foreign language *Computerworld*, the copy will be translated into the local language for an additional 15% of the ad's cost.

Discounts are offered based on how many countries the client decides to advertise in.

If an advertiser chooses between 5-9 countries, a 5% discount is applied, 10-19 countries merits an 8% discount, and for those choosing to run their ads in 20 or more publications, a 10% discount is offered. All ads must be placed in one location to qualify. For the first time, these discounts can be applied to the U.S. product lines as well.

Advertising Comes In All Shapes and Sizes

DISPLAY ADS

高密度192Mバイト SPARC370 390用
Sunコンパチブル製品トータルラインアップ！

Also known as ROP or ROB—"run of the paper" or "run of the book"—display advertisements are those that appear within the editorial. These ads are sold by salespeople in the field who interact with clients in their geographical region.

CLASSIFIED ADS

One IDG classified manager observed that "classified" isn't used much anymore because advertisers think the term inaccurately invites a comparison with the line ads found in a daily newspaper's classified section. Clients prefer to refer to the name of the section, such as "Action Center" or "Macworld Catalog." These smaller ads for products and services, typically found toward the back of a publication, are usually sold over the phone by staff based in the publication's headquarters.

CLASSIES GET RESULTS

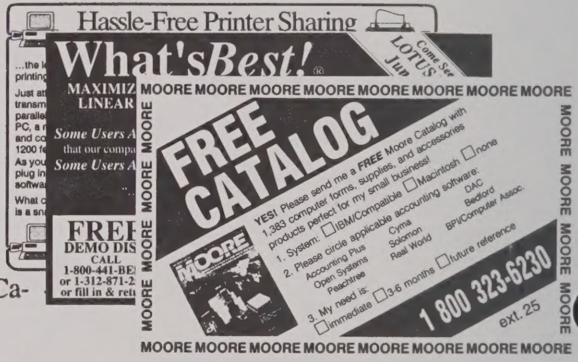
Phone Amanda on (02) 439 5133

RECRUITMENT ADS

Employers seeking to fill job openings list available positions in this section, which does not appear in all IDG publications. *Computerworld*, which has perhaps the most extensive section of any IDG publication in the U.S., has a recruitment staff of five "inside sales" staff members in Framingham who each work with an outside salesperson based in one of five U.S. regions. *Network World* has taken print recruitment ads one step further by listing them on-line, with additional information, in the new Networking Careers On-Line service.

CARD DECKS

These packages of 25-50 postcards are lead-generating ads for a variety of companies, not all of whom pay for postage. The frequency and target audience varies among publications: *Network World* mails to its whole subscriber base six times a year, while *InfoWorld* mails quarterly to a quarter of its subscribers. Cards are typically sold by in-house sales staff. While common in the U.S., they have varying appeal in other countries. In the U.K., for instance, *PC Business World* plans to incorporate "product cards" this fall.


Hassle-Free Printer Sharing
What'sBest!
MAXIMIZ
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CALL
1-800-441-BE
or 1-312-871-2
or fill in & ret
Come See
LOTUS
Jun
MOORE MOORE MOORE MOORE MOORE MOORE MOORE MOORE
FREE CATALOG
YES! Please send me a FREE Moore Catalog with 1,383 computer forms, supplies, and accessories products perfect for my small business!
1. System: ☐IBM/Compatible ☐Macintosh ☐none
2. Please circle applicable accounting software:
Accounting Plus
Open Systems
Peachtree
Cyma
Solomon
Real World
DAC
Bedford
BPI/Computer Assoc.
3. My need is: ☐immediate ☐3-6 months ☐future reference
1 800 323-6230
ext. 25
MOORE

IDG Adscope Database Facts & Figures

Adscope is a company that supplies U.S. advertising expenditure data to IDG, which is customized by IDG Communications Research in Natick, Mass. Salespeople and other employees use it to monitor market trends and obtain information such as the total dollar amount a company spends on ads or the amount targeted to specific product categories.

Number of Publications Tracked by Database: 94

Number of Records in Database: 400,000

Size of Database: 150MB

Number of Product Categories Tracked by Database: 282

Number of Advertisers Tracked by Database: 5,587

Average Number of Standardized Reports Requested Per Month: 1200

Average Number of Reports Requested Per Call: 13

Average Number of Calls for Standardized Database Requests Per Month: 89

Average Paper Usage Per Month: over 4,000 sheets

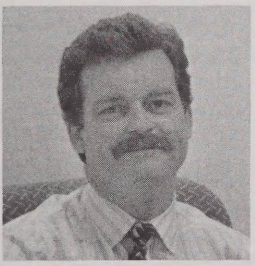
A Manager's Overview of Advertising Sales

Kevin Harold, Computerworld'*s senior vice president and national sales director, has been with IDG since 1987. Previously, he worked at McGraw-Hill, where his last job was district manager for* Byte *in Dallas, TX.* IDG World Update *recently asked him to share some thoughts about advertising sales.*

***WU*: What qualities do successful salespeople possess?**

KH: Besides the ability to take pain, the two most common traits are tenacity and the ability to listen.

***WU*: How familiar are the salespeople with the editorial product? Do they read the competition closely?**



Kevin Harold

KH: Yes. With *CW*, they must read the paper in order to understand the applications of the vendors' products. Then they can explain how the vendors' equipment is being used in companies. The more knowledgeable you are about the applications, the stronger you can make a selling case for your audience. They need to know some fundamentals of the technology, but more importantly, the business implications of it.

***WU:* What is the general hierarchy of ad prices in terms of location within a book?**

KH: If a client insists on a given position, and wants *CW* to guarantee it, it's sold at a premium price. Covers are sold at a premium. Otherwise, if they request a position, they usually get what they want 80% of the time. Ads up front in the news section aren't priced differently than those back in the sections. The ad agency might think that placement up front is more desirable, but there's no documented evidence to prove this.

***WU:* Is there any set policy on the placement of display ads?**

KH: Not really. We'll try to surround the ad with compatible editorial, and we try to steer the client into that placement, which is usually what they want, anyway.

***WU:* What factors govern changes in ad prices, and how often do they change? Who makes the decision about price changes?**

KH: Ad prices change every year effective January 1. We offer clients a standard one-year rate protection. The rates depend on the market, the publication's fixed costs (postage, printing, manufacturing), circulation and what the competitors are charging. Price changes are decided by Publisher **Fritz Landmann**, CFO **Matthew Smith**, and IDG President **Walter Boyd.**

***WU:* What kinds of creative approaches do you need to take during a recession?**

KH: We want to bring more value to the price of an ad. Research—focus groups or surveys—is one way, as well as offering the client reprints or extra mail promotions. We put our resources at the client's disposal and try to address their needs without going off the rate card. The *CW* salespeople can't adjust the advertising rates, but they have flexibility on merchandizing approaches—they can be architects to design their own nontraditional programs. For example, in a traditional merchandizing program, they can suggest a readership study of our subscriber base to find out how the client is perceived. That would get rubber-stamp approval. A nontraditional example would be hosting an industry event that educates the client's customers on some part of technology. For that, a salesperson has to pitch the idea to *CW* managers to get approval. We've also done more joint pitches and linked frequencies with other IDG books.

***WU:* How do you monitor the competition's prices?**

KH: It's a very complicated process. All our competitors are part of a network, and you often don't know the point of origin. An advertiser could buy ads within the entire family of Ziff publications to cut a deal, for example, so you wouldn't know the ad price for any specific publication. Sometimes salespeople find out while talking to their peers at social events, or the client or agency will tell us what they're paying elsewhere.

Adscope [an advertising expenditure database] figures are not revenue figures, and you have to be careful about the conclusions you're drawing from them. You know those prices are inflated, and sometimes you have to take everything in Adscope and divide it by three, for example, because there are "three for one" deals, plus business reply cards.

***WU:* What is the quota/bonus system?**

KH: There are three components to a salesperson's income: base salary, commissions on number of pages sold, and an extra bonus. The extra bonus can be earned for paid pages achieved above quota, paid by market share, or paid on target categories.

Target categories are emerging technologies that I identify at the beginning of the year. I write down 12—this year they include ISDN, computer-integrated manufacturing, 486s, imaging and client-server architecture—and incorporate them into each salesperson's contract. We put bounties on emerging technologies, so salespeople visit customer sites early and can begin to shape the account before targets have been set. It's a way for adding incentives to pursue them before the client becomes a major advertiser. It's a longer, riskier, harder sell, because it's more conceptual. At *CW*, salespeople have to make the case that IS readers are the vendor's target audience.

The Care and Feeding of Clients

Sales Reps Focus on Creative Solutions

The publications can vary and the countries can change, but under most circumstances, the essential elements of the sales process remain the same.

For the account managers who sell display ads, the main components of their jobs revolve around identifying the client, making the presentation, securing the contract and maintaining the client base.

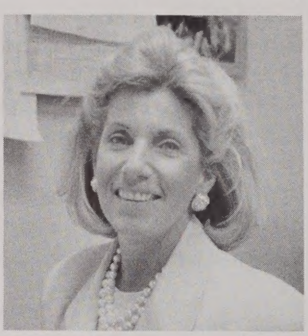
Joan Flynn, *Macworld*'s New England account manager, deals with developers and manufacturers who sell Mac-specific hardware, software and peripherals. She starts out on the trail of a prospective client when a company just entering the Macintosh market, or their ad agency (or both) calls her office for a media kit. In other instances, her sales associate, **Susan Cardoza,** might track sales leads through the editorial in other PC publications and tell her about companies that are developing Mac-specific products.

> **"I want people to see me as the expert in the field."**
> **- Joan Flynn**

At that point, Flynn gathers as much information as possible on the company and its product by reading periodicals and talking to IDG colleagues. Armed with this background, she contacts the company to make an appointment for a sales presentation. "I say that I think I can help them develop a marketing strategy to bring their product to market and help them grow their company," she said.

Salespeople usually make their pitch to both the company and its agency. While the company is probably familiar with *Macworld* through its industry ties, Flynn finds that she frequently has to acquaint the agency with both the publication and the technology.

"I want people to see me as the expert in the field," Flynn said. "I spend time beforehand working with my sales presentation to tweak it to apply to whatever category of vendor I'm meeting with."


Joan Flynn

Flynn's overview of *Macworld* as a quality product includes talking about the exposure it offers, the authoritative editorial, the reasons readers renew and who those readers are. She also sells Macworld Communications' and IDG's commitment to the Mac market, which is apparent through on-line services, developer conferences, a line of Mac books sold through IDG Books Worldwide and other special products. The influence and reputation of the international group of *Macworlds* is a selling point, as well.

A critical part of the meeting involves listening to the company's needs and responding to their questions. Back at the office, Flynn follows up with sales letters that answer any remaining questions. Sometimes a company will ask for specific suggestions on its advertising approach, and if the rep knows what its budget is, she can suggest an appropriate ad schedule in the sales letter.

STAYING CLOSE

When the rep succeeds with the sales pitch, the client signs an annual contract committing to a number of placements. During the course of the year, however, the account manager has to stay close to the clients. A salesperson should be able to forecast at least 90 days ahead what kind of revenue the territory can produce. Before the close of each issue, Flynn contacts many of her customers to make sure that their ads for the month are set. Each advertiser must sign and return an insertion order, the formal document that confirms the space reservation and the price.

Flynn estimates that two-thirds of her time is spent maintaining her client base. She stressed that planning is critical, both in terms of scheduling the appointments and preparing for the meetings. "The most important part of having a territory is being on the road and having as much client contact as possible," Flynn said. "You need to efficiently arrange meetings, and that's not always easy. If I know I have to go to Connecticut, I'll try to stop in Rhode Island on the way to maximize my time."

PROVIDING INFORMATION

Just as it is important to do research in order to make the initial sale, it's critical to be on top of what's happening in the market and provide clients with information on an ongoing basis. Flynn said that while a company may ask her for specific research—which could be conducted by *Macworld* or IDG Communications Research—she will often take the initiative to seek out information.

Flynn said her favorite part of the job is trying to come up with the best ideas possible for her accounts. Merchandizing, or offering the clients a variety of services such as surveys and focus groups, is an opportunity for salespeople to show clients unique ways to expand their advertising dollars. Special regional or demographic editions targeted to certain segments of the subscriber base are also opportunities to make the rate card flexible.

In addition to sharing information with the marketing people who buy the ad space, Flynn said it is equally important to establish relationships with the president, product managers and other key staff. "Don't just scratch the surface," Flynn advised. "The salesperson should be an asset to all of them. You want to be a resource who vendors can go to for marketing ideas."

Human Resources News

NEW POSITIONS THIS WEEK May 13, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

MIS DIRECTOR (IDG)

Responsibilities include directing and managing the activities of the IDG Corporate MIS Department and playing a key role servicing internal clients. Must posess 10 years IS experience, several years experience in VAX/VMS environment, and systems analysis and design experience. Requires demonstrated success managing software development projects, experience designing/programming/administering accounting applications, LAN/WAN experience including DECnet and Ethernet, and superior management, interpersonal and communication skills. Publishing experience is a plus.

SUMMER INTERN (IDG/HQ)

We are seeking a student entering their senior year and majoring in finance or accounting to work in our corporate financial planning department. Responsibilities include assisting in the consolidation and analysis of budgets for IDG's worldwide operations. Will be working primarily with spreadsheets, modeling, some analysis, and light administrative support, including copying. Requires knowledge of spreadsheets. Knowledge of Lotus 1-2-3 or Excel is a plus.

RESEARCH ANALYST, INTERNATIONAL PLANNING SERVICES (IDC)

This position will provide support for the clients of several of IDC's international planning services as well as IDC staff outside the US who must interface with IDC US research. Qualified applicants should have a bachelors or masters degree in international business or a related field as well as a knowledge of information technology worldwide. Excellent oral and written communications skills required as well as a working knowledge of spreadsheets, word processing, and data base software.

INTERNATIONAL SALES & MARKETING DIRECTOR (IDC)

This position will be responsible for the creation and implementation of a sales and marketing plan to enhance IDC's penetration into existing accounts and to develop new accounts for International products including Pan European products and Pacific Rim offerings. This position reports to the Vice President of Sales & Marketing and will work closely with the Regional and Key Accounts sales staff to insure effective coordination within existing accounts as well as developing new accounts.

MARKETING INTERN (CIO)

We are seeking a marketing or public relations junior or senior college student with a 3.0 gpa and strong writing skills. Will provide research, writing and project coordination support to the Director of Marketing on a range of media relations projects and promotional programs. Requires project management skills, news/promotional copywriting skills and the ability to handle several projects simultaneously. Candidate should be PC literate. Research experience is desirable.

SENIOR FEATURES EDITOR (PCW)

This position will assist the Editor and Managing Editor in developing timely editorial copy of high, consistent quality throughout the magazine. Responsibilities include helping to plan implementation of the yearly editorial calendar, particularly special issues, and identifying, recommending and assigning articles for backlog. Also responsible for tracking backlog articles through manuscript stage and critiquing manuscripts for author rewrite. Requires two or more years of editorial experience in computer publishing, a working knowledge of the computer industry, especially applications and/or programming, as well as good writing , analytical and phone skills. Candidate should have a working knowledge of the IBM PC and related software in the word processing, data management, spreadsheet, graphics, and communications areas. Creativity, self-motivation and the ability to supervise and work well with others are also desired.

COPY EDITOR (PCW)

This position will be responsible for copy editing manuscripts for clarity, tone, house style, logic and consistency, proofreading galleys, and inputing copy edit changes. Requires two years experience with copy editing and proofreading. A good working knowledge of Chicago Manual of Style is also required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry/Mary Cornetta	Job Hotline
NWW/TISC	(508) 875-5000	(508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
CW	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: May 13, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
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IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
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WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
NWW	Production Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
IDC	Research Associate (temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Research Analyst, Int'l Plan.Svcs.	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Marketing Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Executive Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sales Account Manager	*PCWorld*, Natick, MA	B. Ostrow	(508)879-0700
PCW	Copy Editor	*PCWorld*, San Francisco, CA	J. Paulson	(415)978-3252
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
MAC	Associate Editor	*Macworld*, San Francisco, CA	S. Stefanac	(415)978-3314
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	J. Chutchian	(508)879-0700
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

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ATTENTION-----If your child is graduating from school and is no longer a full time student, they are no longer eligible to be covered under your insurance as a dependent. Your child can continue their group medical and dental coverage beyond their eligibility termination date by opting for COBRA. COBRA legislation allows the dependent to pay insurance premiums for up to a maximum of 36 months. Please contact Holly Howard at (508)935-4386 for more information.

CW Publisher Looks at Sales, Editorial Ties

IDG World Update talked to Computerworld Publisher Fritz Landmann on the evolution of the sales process and its relationship to editorial.

***WU:* How have approaches to selling advertising changed over the years?**

Fritz Landmann

FL: There's a big difference between today and the period from about 1960-1974. Back then, advertisers tended to set annual plans, release contracts to the media and adhere to them for the year. Therefore, by the end of January you knew you'd run a certain number of pages, and beyond that your salespeople would try to fill space in special issues and other special appeals. You'd turn on the juice from August-January, then essentially relax and focus more on building for the next year.

From 1975 on, the financial boys took over, and we entered into the era of the quarterly review. Big advertisers began letting contracts out quarterly, not annually. As a result, it got tougher to sell, and the trend has never reversed. This change brought about "closing the issue," which became part of the sales function. This used to be a strictly administrative function with a production manager, who would match up insertion orders with the contracts. If there wasn't an ad where there was supposed to be, he'd call the production people at the agency. It wasn't even a sales issue.

Since '75, salespeople have had to scamper around, because the buying cycle is not just short, it's neverending. Now, running a monthly magazine means that five days before closing you've sold 45% of the space, for example, two days before 60%, 3 days afterward, 110%... therefore, you get ulcers. Advertising is hand-to mouth now. There's more opportunity in one sense, because a cold call can always sell a page, but planning is nearly impossible.

***WU:* Who determines the ad/edit ratio? Is there a standard ratio?**

FL: It's hard to say there's an iron-clad standard. Most strong monthlies operate on a 60% ad/40% editorial of total folio. Weeklies will go stronger on the ad side, perhaps 65/35 or 70/30. At some point, however, you violate postal regulations. About 75/25 is the max. At IDG, newspapers are running in the 62%-70% ad range.

***WU:* How familiar is the client with the editorial product? Does he just go by the publication's reputation, or does he really read the articles?**

FL: In some cases, the client may read the book. In very few cases the agency does. If a strong editorial product is one of your key selling points, this is unfortunate, because the agency recommends the media to the client. People in agenices are faced with so many publications they just can't keep up. At *Computerworld*, we always deal with both the client and the agency. Our philosophy is "sell the clients and tell the agency."

***WU:* How much influence do advertisers have on editorial product?**

FL: The major advertisers tend to be the prime movers in the vendor community. They're out in front with new products and new technology. We're covering news of the industry, and we have to report on them. We can't overlook major developments. On the other hand, we also need very alert reporters to see things in the market that are small but important.

To determine if a story should run, we ask ourselves "is it true," "is it accurate," "is it news," and "is it pertinent to our readers?" If we deviate from these rules, then we're writing for the vendors, and we won't end up with any IS readers.

Taking Care of Business

"We aren't satisfied with doing business tomorrow. We do business today!" That's how *PC World Norge* Advertising Representative Lise Thorstensen summed up the philosophy behind the "Business Every Day" Club, a concept that first took hold in the advertising department and now emphasizes daily productivity in other parts of the company as well.

The B.E.D. Club attitude focuses on the importance of salespeople selling their share of advertising space every day, regardless of whether their deadline is tomorrow or next month. In practice, the sales reps make a commitment to their own annual sales quotas. They break their quotas down into months, weeks and days and establish personal checkpoints to make sure they are following the B.E.D. way of working.

IDG Norway's editorial staff has also joined the club. At *PC World Norge*'s first production meeting three weeks before editorial close, each journalist agrees on a specific deadline for each article. As a result, the production department avoids a frenetic rush before the final deadline, and the editorial staff produces something every day.

Common Threads Link Distant Sales Posts

An international array of salespeople at IDG's worldwide publications offered these tips and perspectives.

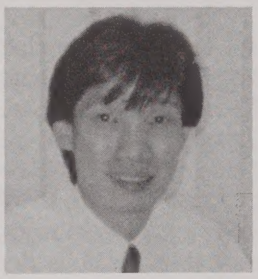
DONNA POMPONI
District Manager/Boston Area,
Network World

A strong belief in the publication and the staff gives Pomponi confidence and fuels the power of persuasion. She enjoys sharing news about a new account with the rest of the staff "because a lot of times the sale is made based on *NW*'s editorial quality." Pomponi said one of her daily challenges is trying to get an appointment with advertisers who are continually bombarded by other salespeople. "But when you keep them focused on the product and can separate yourself from the crowd, it's really all worthwhile."

LEIF RASMUSSEN
Sales Manager
PC World Denmark

Rasmussen handles ad sales for DOS, Unix Macintosh and networking products. He says his personal selling style includes "the ablity to seem calm, using a controlled voice and a big sense of humor." Enthusiasm for the job and knowledge of the competition's publications give Rasmussen his edge. "We're always ready to support the advertiser regardless of the promotion budget," he said.

PATRICK KWOK
Sales Manager
CW Southeast Asia



"I never give up. This philosophy makes me go beyond the point where most of the salesmen can't," Kwok said. "Southeast Asia isn't a single, homogenous market but six different markets, each with different growth rates and diverse cultural, linguistic and regulatory environments. Such diversity makes selling all the more challenging." Kwok believes that visibility breeds familiarity. "The best companies advertise with the best publication. They seek each other out and are identified together."

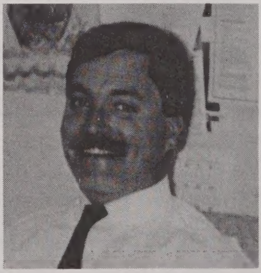
JUDY SUTTER
Senior Account Manager,
***PC World,* Atlanta**

Sutter's territory consists of many medium-sized software companies that tend not to use agencies and thus require an enormous amount of servicing. "I view prospects as people who wants to succeed in their jobs, and I'm the one who is going to help them do so," she said. Some of her keys to success are persistence, bouncing back quickly after a fall, and constantly trying to improve her skills. Sutter enjoys trying to find her client's "hot button" and varies her selling style to fit her customer's personality.

OLE HANSEN
Sales Manager
Computerworld Denmark

"I do not use tricks!" emphasized Hansen, who relies on the power of surveys, editorial quality and delivering appropriate readers for the clients. "I believe a good salesman will be as proud of a small sale as if he had climbed Mount Everest." Hansen tries to contact the customer regularly without trying to sell, and makes a friend of him as a result. He often persuades the client to advertise with many small ads rather than one full-page. "That way he will discover that his response will be greater over a period of time, and he'll want to advertise more."

BERNIE HOCKSWENDER
Regional Vice President/East,
Computerworld



"We don't sell different types of ads. We sell confidence in our publication," Hockswender theorized. "Ad types and sizes are determined by the market situation of the client and their budgets." He, too, is a firm believer in providing information that's tied to the client's needs. "You excite the advertisers by giving them something powerful that they can sell to their management. When you do it, their eyes light up, and it's a really fun process to watch."

IMS Products and Services Part of Global Reach Program

The IMS team at the Oaks Road office in Framingham consists of (L-R): Sarah Engman, Veronique Lemarque, Marsha Acquafresca, Maureen Rondeau, Sheryl Merchant and Dick Soule.

Since the arrival of President **Dick Soule** at International Marketing Services six months ago, IMS has expanded and restructured so that it is now part of the Marketing Services Division located at IDG Headquarters.

Having the two divisions work together is part of the formalization of IDG's global outreach to make U.S. vendors realize that IDG's international and global services are the best in the world.

This approach combines IMS' responsibilities of effectively providing easy, turnkey, international marketing solutions to U.S.-based firms with the addition of informing advertisers of opportunities outside the U.S.

In order to produce more sales and offer unequaled service, Soule's first priority was to reopen the West Coast IMS office. Now open, the two employees that head up IMS-West are West Coast Sales Manager **Ginny Puhlman** and her assistant **Rose Banks.**

Adding some international flavor to the East Coast IMS team, **Veronique Lemarque,** formerly with IDG France, recently joined as sales manager.

To continually provide the best service, IMS has a lot of projects planned for the year ahead. These include Global Rate Cards, seminars, a quarterly newsletter, a determined effort to supply clients with new market data, and to concentrate on IDG/IMS global awareness.

Soule has traveled extensively lately, attending worldwide meetings to meet IDG colleagues and to learn about their markets.

According to Soule, "This information is the key to success in our efforts to educate the U.S. IT market.

"Our goal is to service clients on a global level. We will become stronger and stronger for the simple fact that the U.S. markets are shrinking and advertisers will have to go overseas. Our team is ready to grow."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of May. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Christian Mahler - IDG Germany

NINE YEARS
Jill Stevens - *InfoWorld*

EIGHT YEARS
Wendie Marro - IDG Peterborough
Axel Leblois - IDC

SIX YEARS
Ann Dillon - IDG Peterborough
Steve Hietala - IDG
Roland Söderqvist - IDG Sweden
David Blackburn - IDG Australia
Gayle McElroy - IDG Australia

FOUR YEARS
Lou Wallace - IDG Peterborough
Debbie Winders - *Digital NEWS*
Mary Musgrave - IDC
Yolanda Forbes - IDG
Carol Page - ITI

THREE YEARS
Hay Yuon Kim - *Macworld*
Kyoko Ibi - IDG Japan
Steve Auerbach - IDC
Bill Kuza - ITI
Jim Boviard - IDG
Greg Smith - *InfoWorld*

TWO YEARS
Rhea Stafford - *Macworld*
Mindy Lim - IDG Hong Kong
Nancy Fling - *Digital NEWS*

ONE YEAR
Margaret McAvenia - IDG
Lisa Benway-Caron - IDG Peterborough
Ruggero Vota - IDG Italy

Do-er's profile

Sandy Mussato

PROFESSION: Macworld Sales Associate

HOME: Arlington Heights, Illinois

BEEN WITH IDG SINCE: February 1988

INTERESTS OUTSIDE THE OFFICE: Bicycling and attempting to learn golf.

LAST BOOK READ: *Silence of the Lambs* by Thomas Harris

WHAT DO YOU LIKE BEST ABOUT YOUR JOB? The sometimes minute-to-minute changes that happen. It requires shifting gears quite quickly.

FAVORITE FOOD: My husband's deep dish pizza. Mmmm!

IS THERE SOMETHING YOU CAN'T DO, BUT WISH YOU COULD? Work my way up to juggling 50 things at one time instead of just 10.

IS THERE SOMETHING YOU DO BUT WISH YOU DIDN'T? Dishes and laundry.

MANAGER'S PROFILE: "Sandy is a calming factor in any storm. She's always bearing a smile, pleasant, meticulous and a friend. Accounts like her for her kind words, cheery nature and cool-headedness."

IDG World Update

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European Managers Talk About Regional Market Conditions

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IDG World Update

VOLUME 21, NUMBER 20

MAY 20, 1991

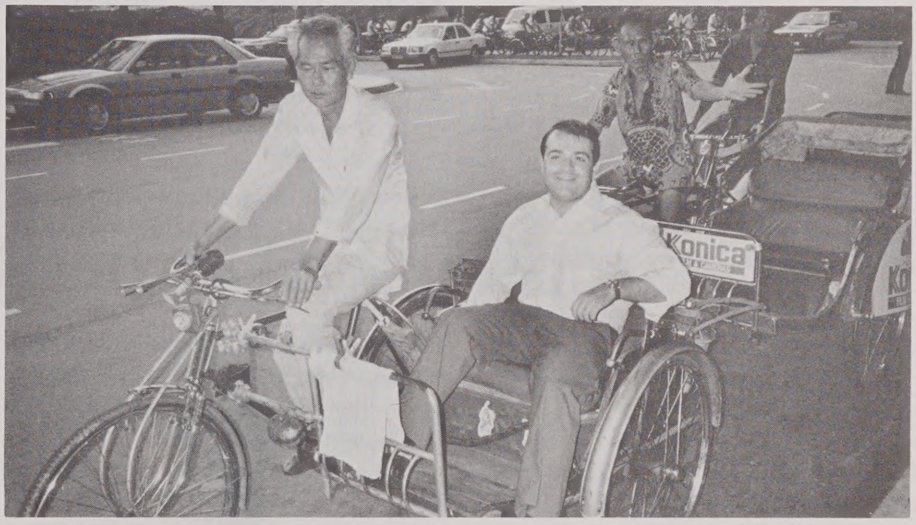
Asia/Pacific Managers Talk Shop

Representatives of nine Asia/Pacific countries as well as the U.S. gathered in Singapore May 1-3 to share information and expertise at the IDG Managers and Product Line Meetings.

Asia/Pacific country managers kicked off the first day with a series of presentations.

Chairman **Pat McGovern** painted his continuing vision for IDG in the 1990s and emphasized the importance of the Asia/ Pacific region, predicting that the region will represent one third of IDG's business by the year 2000.

McGovern also reviewed preliminary results of recent U.S. research into advertising patterns and the growth of IT companies. The results show a clear relationship between the intensity of a company's advertising and its profitability and growth.



During a break from three days of intensive meetings, *PC World* President Pat Kenealy takes a moment to enjoy Singapore's culture.

GENERAL OVERVIEW

Other presentations included a general overview of company issues by President **Walter Boyd**, a report on International Marketing Services by President **Dick Soule** and an update on IDG News Service activities by President **David Hill.**

As usual, one highlight of the Managers Meeting was the presentations by each country manager about the general situation in his country and specific IDG activities (See story page 4). Although Asia/ Pacific has been battered by the worldwide recession, managers are optimistic about holding market share and rebounding strongly when local economies begin to grow again.

The Managers Meeting was followed by two days of intensive Computerworld Product Line Meetings, organized by IDG Japan President **Jim Povec** and *Computerworld* U.S. Executive Editor **Paul Gillin**. The meetings included sessions on market cycles, research, circulation, design and editorial quality.

Organizers Povec and Gillin had two primary goals: to share what has worked at the flagship publication in the U.S., and to promote idea-sharing among the staffs of Asian *Computerworld*s operating in their unique Asian environments.

"We're not saying this is how you should do it," said Gillin. "We're saying that here are some things that have worked for us, and perhaps you can adapt them in your country."

The last two days of the week were handled by U.S. *PC World* President **Pat Kenealy,** who presented two full days on the PC World Product Line. He was assisted by Associate Publisher **Rich Marino**. The sessions included the PC

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Singapore

- FROM PAGE 1

buying process, the role of Windows, marketing and circulation.

Like the *Computerworld* meetings, these were designed to encourage sharing of success among the Asia/Pacific staffs.

SUCCESSFUL POSITIONING

A highlight of Kenealy's sessions, as in the European meetings last winter in Prague, was his session on positioning. Using the U.S. market as an example, Kenealy positioned all the U.S. PC publications including *PC World*, and then worked through the positioning of the Asian *PC Worlds*.

Like Gillin and Povec, Kenealy encouraged a local approach. "I'm not telling you this is where you should be positioned. I'm just trying to show you where history seems to tell us the most successful magazines have been positioned," said Kenealy.

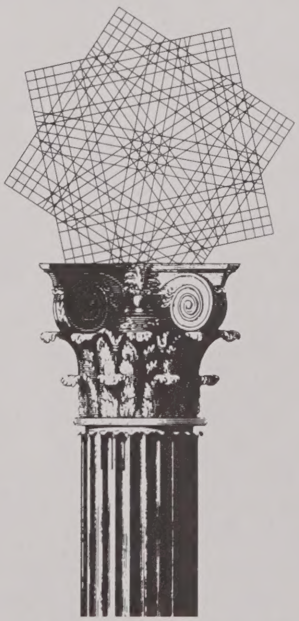
The final round of IDG's 1991 Product Line Meetings is scheduled in June in Caracas, Venezuela, for the South American countries.

Members of the IDG China staff (from left: General Manager Tang Boaxing, *Computerworld* Editor-in-Chief Yang Kuntang and *PC World* Editor-in-Chief Liu Yaying), go over their agenda at the Asia/Pacific Managers Meeting. *China Computerworld* experienced a 55% growth in the first calendar quarter of 1991. At 96 pages per issue, it is the largest publication in China.

The Search for IT Heroes Continues

What do locating missing children, ensuring that blood supplies are clean and adequate, broadcasting vital issues instantly across the globe, warning communities of impending emergencies, empowering poor and disadvantaged children to achieve new levels of learning, helping physically-challenged people to interact with the world and spotting forest fires in remote and fragile wilderness areas have in common?

These are just some of the previous winners of the Computerworld Smithsonian Awards who have demonstrated that information technology can be linked with human values to drive a positive change.



On June 10, the third annual Computerworld Smithsonian Awards will be presented at the National Building Museum in Washington, D.C.

Every year nominations are sent in under 10 categories: Business, Education, Environment, Finance, Government, Manufacturing, Media, Medicine, Science and Transportation.

Each area of competition is judged by a panel of three distinguished representatives from that specialty. This year, the judges received over 270 entries. The field is narrowed to five finalists in each category, and the final 10 winners are announced live the night of the ceremony.

Roger G. Kennedy, Director of the Smithsonian Institution's National Museum of American History and one of the presenters the night of the awards, commented on the caliber of the current nominees.

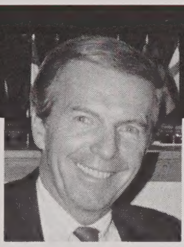
"In this, the third year of the awards, we are seeing more and more outstanding applications of information technology. These finalists are among those who, in this age of information, are putting technology to work for mankind."

The winners are included in the Smithsonian Institution's permanent exhibit "The Information Age: People, Information, Technology."

The ceremony will be hosted by U.S. broadcast journalist Ed Bradley, best known for his work on the award-winning CBS television program *60 Minutes*.

On line

ASK BILL



Q In a recent 'Ask Bill' you stated that there would be a positive impact on each employee's ESOP if IDG should sell off a major business unit. In such a sale, what would happen to the ESOP of the employees whose unit was sold?

A In the unlikely event IDG should sell a major business unit, ESOP participants would have the same rights as anyone leaving IDG. These rights are clearly spelled out in a document available from your Human Resource representative.

Q What are your "critical success factors" for keeping IDG finances on target?

A I believe in any high growth company you need a combination of the "go for it" mentality and a conservative financial posture. I have always had what is referred to as a "clean balance sheet" mentality, which dictates swallowing losses when incurred, not deferring expenses other than those which are to be matched to revenues at a point in time, controlling the growth in fixed assets, keeping intangibles off the balance sheet, and maintaining the proper relationship between growth in revenues and accounts receivable.

As a result, IDG has a balance sheet which would be the envy of any other company. Over 80% of total assets are "current" — that is convertible to cash within one year, IDG has virtually no debt and is cash rich.

During the leveraged buyout era, companies with heavy debt were being given a premium by the investment community. Today the companies with no debt and excess cash get the premium, so if you just wait long enough everything falls into place.

Q Why don't employees outside the U.S. earn ESOP holdings? We can't afford to buy them.

A The ESOP concept was fathered in the U.S. by an individual who was convinced that employee ownership was the key to increasing productivity and morale. He championed his concept through a willing Congress, and ESOP legislation was signed into law.

Unfortunately, the ESOP concept has not yet taken hold in countries outside of the U.S., although two western European countries recently introduced legislation to allow for a concept very similar to the ESOP.

IDG certainly hopes to see other countries adopt a concept similar to the ESOP in that it would enable us to extend the program to employees outside of the U.S.

Q We read a lot about what it means that IDG is privately held and what it would mean if it went public. What is the chief drawback for IDG in being privately held?

A The chief drawback in being privately held vis-a-vis a public company is access to money markets. Publicly held companies can easily raise cash through equity or debt offerings.

In that we have been capable of funding our requirements through internally generated cash and reserves, this has not been a concern to IDG.

Publicly held companies, by their very nature, also receive a great deal of press coverage, however this can work to the good and bad depending on the nature of the story or information.

Many publicly held companies have elected to go private, usually because the public values the company at a price less than the intrinsic worth. That usually prompts a buyback of the outstanding shares by either the insiders in the company or third party investors.

Q Will the strong U.S. dollar have a major effect on the overall IDG consolidated profits from all IDG operations?

A The strong U.S. dollar will have an effect on consolidated profits, although not a major effect. Economic conditions in foreign countries have a more profound impact on profits than currency movements.

Q Do you see IDG contributing to the employees' 401K program in the near future?

A On employee benefits we tend to look at the total cost of providing benefits and then make certain that individual benefit programs are competitive with those being offered by other companies.

To initiate contributions to the 401K program would mean reducing benefits in other areas, as of now that is not something that has been recommended by the Human Resource people based on the feedback from employees.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, Vice Chairman Axel Leblois, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Asia/Pacific Managers State Their Cases

At the recent Asia/Pacific Managers Meeting in Singapore, a high point, as always was the presentations by each manager on conditions and activities in his national market. Here are some highlights:

AUSTRALIA

The country is in the depths of a terrible recession, with unemployment surpassing 10% and interest rates at 17%. No growth is expected in IT spending this year, and IDG Australia is implementing cost cutting measures. New research is planned for *PC World* as a preliminary to a new marketing plan to improve market share. *Macworld* owns its market with a 75%-80% market share. Macworld Expo continues to be very successful, and the upcoming Windows World Expo is selling well.

Don Kennedy, Managing Director

HONG KONG/SINGAPORE/MALAYSIA

The recession and the launch last October of the Malaysian edition of *Computerworld* have slowed profits in Hong Kong, but the company expects to make plan. An upturn in the market is expected in the second half of 1991. *Computerworld Hong Kong* holds a 36% market share, while the Southeast Asian edition has a 22% share. A 25%-40% increase in Hong Kong postal rates is leading to consideration of much lighter paper stock, so-called "bible paper." The Hong Kong market remains very unstable as business looks with continuing uncertainty to the takeover by China in 1997.

S.W. Chan, Managing Director

JAPAN

Povec

Ushijima

IDG Japan is progressing nicely in a country that has felt little effect from the global recession. The economy slowed briefly during the Gulf War and now is booming once again. Macworld Expo was a major success with 50,000 visitors and 143 exhibitors. IDG revenues this year have doubled, and *Computerworld* has doubled its market share to 14%, with a goal of reaching 17% by year's end. *Macworld* produced a preview issue during the Macworld Expo and issues its first monthly edition in June. A major problem remains the recruitment of staff in the very tight Japanese labor market. The recent hiring of a new editorial director for *Computerworld* took 10 months.

Jim Povec, President, IDG Japan, and
David Ushijima, President, Macworld Japan

KOREA

The company expects to reach revenues of $1.3 million in 1991. *Computerworld* was launched two years ago, and *PC World Korea* debuted in January. In a crowded market, both publications continue to fight for and gain market share. Preliminary plans are under way for *Macworld* and a communications publication when the market is ready. The Korean economy has turned inward as a result of the recession and a decline in the export market. Escalating wages in Korea have forced Korean companies to concentrate on increasing productivity, and this is stimulating the domestic demand for information technology.

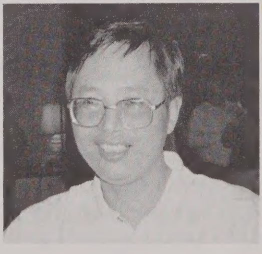
Y.S. Gimm, President

NEW ZEALAND

Computerworld continues to be the major publication, producing 63% of company profits. Expositions provide an increasingly important 16%. *PC World*, which went monthly in March 1990, surpassed its major competitor in March 1991. The country is in the third year of a major recession. IDG New Zealand is focusing on improving market share in expectation of better times to come. Among the goals are improving editorial quality, improving the sales effort, commissioning new research, killing off competitors and focusing on paid circulation. The newly opened IDC office in New Zealand is being welcomed as a new strategic partner.

Martin Taylor, Managing Director

PEOPLE'S REPUBLIC OF CHINA



China Computerworld, which grew in revenues by 20% in 1990, experienced a 55% growth in the first calendar quarter of 1991. The government has eased credit, and many companies and government agencies are purchasing computer equipment. The Chinese market is expected to grow 10% this year. At 96 pages per issue, *Computerworld* is the largest publication in China. *PC World China*, now five years old, will break even for the first time in 1991. IDG China is planning a *Network World* publication but does not anticipate government approval before year's end.

Tang Baoxing, Deputy General Manager

Human Resources News

NEW POSITIONS THIS WEEK May 20, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

ASSISTANT TECHNICAL EDITOR (LOTUS)

We are seeking a detail-oriented editor with thorough knowledge of Lotus 1-2-3 and/or Symphony to review manuscripts and spreadsheet models for technical accuracy, and help prepare Q & A and Good Ideas columns. Must be able to write clearly and concisely, expressing technical concepts in simple language. Requires ability to work under deadline pressure, a willingness to learn and use new software and hardware, and experience in technical writing/editing and accounting/finance.

COPY EDITOR (LOTUS)

Will insure that copy meets house style guidelines, while paying particular attention to spelling, grammar, syntax and usage. Responsible for inputting changes and coding manuscript for typesetting, working with editors, and tracking and compiling changes on assigned manuscripts at all stages. Must be able to work efficiently and within a deadline.

SENIOR WRITER (IFW)

We are seeking a writer for our software section. Candidates should have at least four years experience covering the PC software industry with a strong news emphasis. Sources and familiarity with PC software trends are a must. Technical experience is a plus.

RESEARCH ASSISTANT (MAC)

This position is responsible for providing administrative and clerical support for research projects. Major responsibilities include maintaining a formal system for project files, typing reports and tables, verifying and proofreading departmental data, and processing incoming mail. Also responsible for maintaining liaison with IDG and other research suppliers, tracking subscriptions and reports, as well as other duties as assigned by Director of Research. Candidate should posses the ability to organize and follow through on projects with a minimum of supervision, good proofreading skills and the ability to maintain a cooperative and willing attitude .

ADMINISTRATIVE ASSISTANT (MAC)

This position is responsible for performing administrative tasks for contests and Technology & Issues' conferences for the special projects department of Macworld. Responsibilities include assisting in preparations for conferences held in US, Europe and Asia, coordination of contests, meetings and dinners, answering telephones, filing and other duties as assigned by supervisor. Will also serve as back-up to the Editor-in-Chief's assistant. Requires strong organizational and communications skills, ability to work under pressure, a good sense of humor, and a working knowledge of Apple Macintosh computer (Word & Excel).

STAFF WRITER (CWPI)

This position is responsible for writing and reporting several stories per week about user organizations, new product announcements, conferences and technical developments within the computer industry. Candidates should posses at least two years of professional computer journalism experience, the ability to complete projects under supervision, good organizational and communication skills and initiative. A college degree, preferably a major in journalism, English or computer science, is required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: May 20, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG/HQ	Summer Intern	Boston, MA	S. Petrie	(617)534-1221
WEC	Administrative Assistant	Framingham, MA	S. Cincotta	(508)820-8245
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Production Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LOTUS	Asst. Technical Editor	*LOTUS*, Cambridge, MA	C. Thomas	(617)225-6815
LOTUS	Copy Editor	*LOTUS*, Cambridge, MA	A. Kremers	(617)225-6822
IDC	Research Associate (temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Research Analyst, Int'l Plan.Svcs.	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Art Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Marketing Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Executive Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sales Account Manager	*PCWorld*, Natick, MA	B. Ostrow	(508)879-0700
PCW	Copy Editor	*PCWorld*, San Francisco, CA	J. Paulson	(415)978-3252
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
MAC	Associate Editor	*Macworld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Research Assistant	*Macworld*, San Francisco, CA	G. Rocchio	(415)978-3293
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

***

ATTENTION-----If your child is graduating from school and is no longer a full time student, they are no longer eligible to be covered under your insurance as a dependent. Your child can continue their group medical and dental coverage beyond their eligibility termination date by opting for COBRA. COBRA legislation allows the dependent to pay insurance premiums for up to a maximum of 36 months. Please contact Holly Howard at (508)935-4386 for more information.

$$

The **Employee Referral Bonus Program** winds down for the 1990/1991 program year on May 31, 1991. This means that you still have a chance to win the grand prize which is $2000.

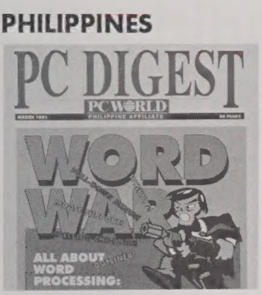
In order to qualify for the drawing...
you need to have successfully referred three (3) candidates and their start dates must be on or before May 31, 1991. Both you and the referrals must be on the payroll at the time of the drawing.

If no one employee makes three successful referrals...
Human Resources will still hold a drawing in August to include all employees who have made successful referrals during the program year and award a cash prize of $500 to the lucky winner.

Submit your referral by May 31st and you may be one step closer to winning $2000 or off to the vacation of your dreams!

Contact your Human Resource representative for details on those divisions who participate in this program.

PHILIPPINES



An IDG licensee since last September, W.S. Publishing currently produces *PC Digest/PC World*. *Computerworld Philippines* will launch in July. *PC Digest/PC World* has increased 25%-30% in pages and advertising since joining IDG, now averaging 74 pages per month with 30 pages of advertising. While *PC Digest/PC World* has no substantial competition, *Computerworld* will clash head-on with an existing tabloid. A key challenge will be positioning *Computerworld* to coexist with *PC World* in a small market. The Philippine economy continues to drift. If political stability can be achieved, rapid expansion of the market is expected.

Po Wong, General Manager

TAIWAN

The chief feature of the Taiwanese market is intense competition. *Computerworld* and *PC World Taiwan* have 12 major competitors. The combination of *CW* and *PCW* makes IDG the number three IT publisher in the market. Recent staff changes, including the departure of the managing director, have affected momentum. However, reader surveys continue to be very positive, and the company is positioned to resume growth with the addition of new staff.

Alex Chou, Editor, *Computerworld*

Recession: How to Survive

Much talk at IDG meetings lately has centered on weathering the recession. IDG President Walter Boyd, who has seen his share of recessions and prosperity in 23 years with IDG, recently offered Asian managers the following checklist to keep in mind during the bad times:

— Stick to the core products. We have tested them worldwide and they work. Don't get distracted right now with untested products.
— Take care of your market share. When the market starts to grow again, you will grow with it.
— Do research. It is the only way of keeping up with changing market needs.
— Pay attention to customers, not competitors. In the end, customers are all that matters.
— Business always runs in cycles, and the good times will come again. Just tend to business and ride out the bad times.
— IDG is still the best. We remain the only global IT publisher. No one else is even close.

Preparations Continue for PC World Forum

Co-producers World Expo Corp. and ICE, publishers of *PC World U.S.S.R.* and *Computerworld U.S.S.R.*, are busy preparing for the second annual PC World Forum/Moscow.

The combined information technology exhibition and international conference will be held July 9-14 at the Moscow Technology and Exhibition Park.

This year's program has been expanded to encompass a much broader spectrum of technologies and has gained the commitment of the Soviet's State Committee for Science and Technology, Ministry of Information and Publishing, Ministry of Communications, and the U.S.S.R. Academy of Science. The event is also supported by the U.S. Department of Commerce.

PC WORLD FORUM
MOSCOW

According to WEC President **Cherif Moujabber,** "The primary focus of PC World Forum/Moscow 1991 will be systems integration and networking solutions to large-scale industrial and infrastructure problems within the Soviet Union. The government also has made increased efficiency in distribution channels a high priority, which has created an enormous demand for multi-user systems."

Top government and industry officials will be keynote speakers, including Soviet Communications Minister Gennadi Kudryavstev and U.S. Assistant Secretary of State Bradley Holmes. Holmes is expected to unveil the COCOM position on exports of networking, telecommunications, and other connectivity-related technology transfer to Eastern Europe and the Soviet Union.

With the lifting of controls on shipments to the U.S.S.R., Soviet buyers are seeking low-cost hardware from Asia and looking to the West for other products such as software and system integrators.

Last year's show attracted crowds of curious on-lookers from the general public who overwhelmed exhibitors' supplies of give-away items. This year, the producers have raised the admission price and set aside two days of the exhibition solely for exhibitors and key Soviet purchasing decision-makers. In addition, all morning hours of the show will be restricted to trade attendees.

European Managers Discuss Market Conditions

One week after the Asian IDG managers gathered in Singapore, the European managers met in London May 6-7 to review the situation in that part of the world. Their assessments:

AUSTRIA

IDG has been ahead of plan for three quarters in a row. *Computerworld* now has more than 5,000 paid subscriptions, a goal reached seven months early. *Computerworld* is celebrating its fifth anniversary and planning a relaunch in September. *CW* will produce a daily during a major computer show this fall. A new subscriptions campaign is aimed at higher penetration into existing sites. *Computerworld*'s pass along readership is presently very high, at 7.3 readers per copy.

Manfred Weiss, Managing Director

CZECHOSLOVAKIA

IDG Czechoslovakia has one of the fastest growth paths in company history. After just one year the company has 12 different profit centers, including *Computerworld*, *PC World*, books, radio, TV and training. After the first flush of opportunity, the Czech market is consolidating, and IDG is strongly positioned. A networking and telecommunications magazine is planned for September and has enthusiastic support of the government, which views it as essential reading for its 25,000 employees. Distribution continues to be a problem, as distribution shifts from government to private channels.

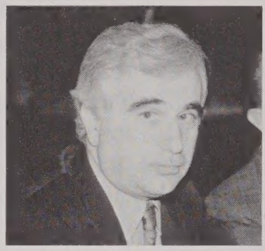
Vladimir Tichy, Managing Director

DENMARK

Slightly behind plan, the Denmark staff is taking a long look at its own activities rather than just blaming the market. The industry is undergoing consolidation, and publications must work harder to help their customers succeed. IDG Denmark's number one focus in 1992 will be paid subscriptions to make the company less dependent on advertising revenue and make its publications more attractive to advertisers. IDG will continue to be highly visible in the marketplace and work with customers in their long-range planning.

Preben Engell, Managing Director

FRANCE



The total market is down 14%, but IDG continues to fight for its market share. As many as five competitors are expected to be forced out of the market in the next year. *InfoPC* is a tremendous success story. Since January 1, it has been the number one micro book in ads and sales. In March, a bimonthly languages and systems supplement to *InfoPC* was launched with active support from Microsoft. *Le Monde Informatique* is holding market share and attacking the chief competitor in the recruitment area. *Golden Mac* will launch in September as a bimonthly.

Francois Chaussonniere, Managing Director

GERMANY

The German economy is under tremendous strain from the assimilation of East Germany, but this provides opportunities as well. *PC Woche* is working with IDC to identify the key PC players, and get them as readers to make it the best advertising buy in the German market. The German test center has now tested more than 100 PCs. *PC Welt* has a set up a card-in-the-box program with Windows to reach that German market. *Macwelt* is somewhat behind, but the *Macworld* show in Berlin is expected to give it a boost. *Unixwelt*, launched in October, was profitable in its first quarter.

Eckhard Utpadel, Managing Director

ITALY

The economy is a disaster and the computer market is stagnant awaiting a change in government. IDG Italy is looking upon this as an opportunity. Most Italian computer magazines have poor content, and IDG will focus on quality editorial and reader usefulness. If quality is beyond question, the sale becomes easy. A change in *Computerworld*'s distributors has resulted in savings of 25%. A new close relationship is being forged with IDC. A major market presentation in June will present the company to the industry.

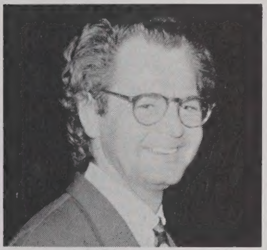
Brunello Bossi, Managing Director

NETHERLANDS

The economy continues to sag, and business publications were down 20% in the recent quarter. IDG is working to assimilate the Mac, networking and home computing magazines acquired early this year. Mac and LAN shows will give boosts to those publications. Past cost-cutting has affected quality, and the focus is now on improving editorial quality. In the home country of major competitor VNU, IDG is now being viewed as a major player.

Ruud Bakker, Managing Director

NORWAY



The ad market is down 29% over last year, but IDG Norway continues to grow by taking market share, now at 60%. The target now is to gain more revenue from existing clients by providing a higher level of service. New supplements and direct marketing services will be offered. The focus is constantly on providing higher reader value in all publications. Targeting subscription revenue, IDG Norway has raised prices by 25% with little price resistance.

Morten Hansen, Managing Director

POLAND

Growth is slow but steady. *Computerworld* started at 16 pages and is now double that level. In theory it is still a biweekly, although a special bulletin issue is being produced each month. The plan is to go weekly in September. *Computerworld* is now offering color ad inserts, the first in Poland. In April, *CW* occupied new office space. Show activities will begin next spring. Publication distribution remains a problem, as the old government-owned newsstand system has disappeared, but there is no real replacement yet.

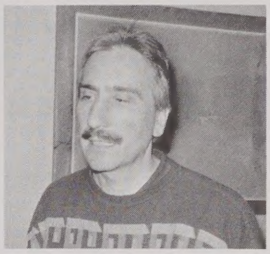
Wieslaw Migut, Managing Director

SWEDEN

Things are getting better. The economy seems to have turned the corner. Though the recruitment market is down 50%, IDG Sweden expects a 15% growth in revenues and profits in 1991. The company now consists of 75 people producing 10 publications and divided into six different profit centers. The newest publication is *Attack*, an eight-times-per-year publication for children that covers games and educational activities.

Bengt Marnfeldt, Managing Director

SWITZERLAND



Between the general global recession and a local computer industry recession, things are very difficult in Switzerland. Since January 1, buyers have almost disappeared from the computer market. The country has higher PC penetration than the U.S. and is facing the saturation issue. Display and recruitment pages are down sharply. IDG Switzerland is responding with three new sales people and a new push into classified advertising with special sections for different sectors of the market. *Macworld* is a real high spot, continuing to dominate its market.

Gebhard Osterwalder, Managing Director

TURKEY

PC World, which launched in March, now has a circulation of 7,000 copies. Ad pages are growing by 10% each month. The weekly *Computerworld/Monitor* has a circulation of 8,000. The company now has nearly 40 employees based in three different offices around Turkey.

Sakir Batumlu, General Manager

UNITED KINGDOM

The economy is suffering, with the gross domestic product expected to drop 2% this year. There are too many IT magazines in the market, there is rampant discounting, and the fallout is coming. IDG is positioning itself to thrive as the competitors fail. *Macworld* has a new publishing director and fresh research is under way. *PC Business World* and *Lotus Magazine* have been redesigned and upgraded. Ongoing research with IDC is being conducted for *Computerworld*. Sales and editorial training are under way, and there is a new focus on readers. The IDG name is on the upswing in Britain.

Terry Chellew, Managing Director

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Cynthia Fitzgerald will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painters caps. Remember to watch for next week's "Off line" cartoon.

HONORABLE MENTIONS:

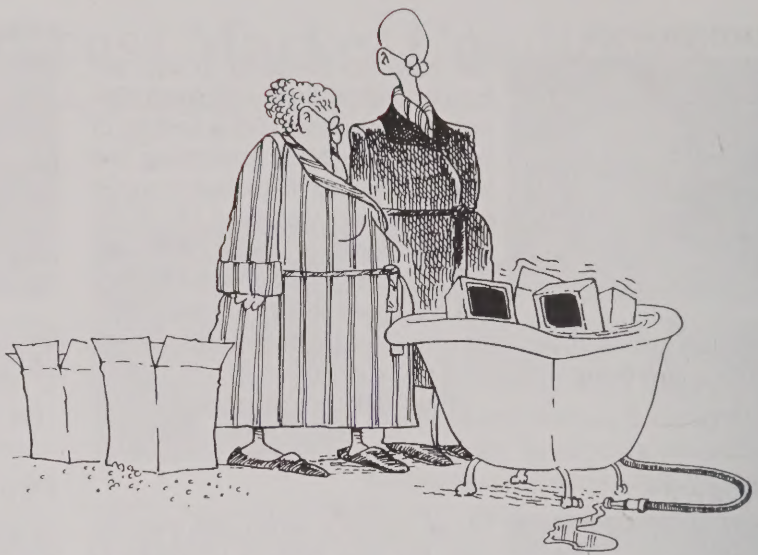
"Bobbing for apples was never like this in our day, George..."
Steve Ireland - *Computerworld Australia*

"Father, I might be mistaken, but I don't think a cold bath works for a virus."
David Brown - T.I.S.C

"....And I was told the best way to see how fast they really are was just to test their floating point properties."
Timo Tolsa - IDG Finland

"Ed, I'm not sure this is what they mean by a 'floating point operation.'"
Derek Hulitzky - CW Publishing

"Well, Wilbur, these new machines did well on our floating point benchmark suite."
Roger Strukhoff - *SunWorld*



"O.K. Henry, we've cleaned out the hard disk. What's step 2?"
Cynthia Fitzgerald - Lotus Publishing

According to T.I.S.C. sources, the radiation scare is expected to create a new cottage industry, the liked of which haven't been seen since Prohibition.
Ray Hoffer - T.I.S.C.

"I don't care if it is the latest craze in California — I'm telling you right now, Henry — it'll never replace bobbing for apples in Des Moines."
Sharon O'Brien - *Publish*

IDG World Update

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ESOPs, South Africa and Career Employees Featured in On line
- PAGE 3

***Network World* and IDG News Group Team Up for Newsletter**
- PAGE 4

Quarterly Schedule for *NeXTWORLD* Starts in July
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 21 **MAY 27, 1991**

CBW Fills Needs of Direct Market Buyers

IDG's newest wholly owned subsidiary has targeted a powerful group of business professionals—frequent, direct purchasers of PC products who buy on behalf of their businesses—who until now never had a magazine they could call their own.

Last week, Computer Buyers Publishing, Inc., based in the Boston suburb of Wakefield, Mass., launched its first product, the monthly *Computer Buying World*. The publication features straight facts about purchasing PC and PC-compatible systems, software and peripherals from the hundreds of vendors that market their products directly through print advertising. Subscriptions to the magazine are available on a controlled, qualified, direct-request basis.

"*Computer Buying World* fills a clear need for business buyers in the direct market," said IDG Chairman **Pat McGovern**, "and with the market growing at such a rapid pace, we're very excited to be the first publisher to fill this need."

According to President and Publisher **Jonathan Cohler**, "As business users grow increasingly confident in their ability to qualify appropriate computer products, the

- SEE PAGE 2

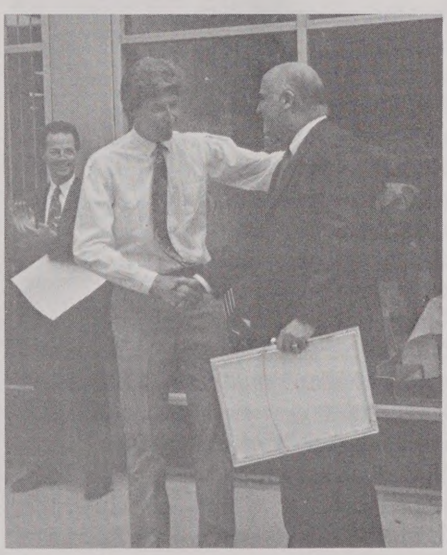
Landmann Accepts New Role, Beach Steps in at *CW*

Every week, for the past three years, **Fritz Landmann**'s name has appeared on the *Computerworld* masthead under the title president and publisher.

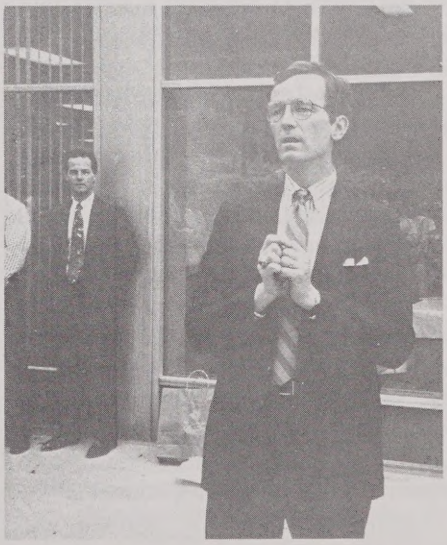
However, on Friday, May 17, at a farewell ceremony at *Computerworld*'s Framingham, Mass. offices, IDG Chairman **Pat McGovern** announced that Landmann has accepted the position of senior vice president of IDG and director of global resource development.

"In order to fulfill IDG's mission to inform people worldwide on the vital role of information technology, we must develop innovative, new information products and services," commented McGovern. "Fritz' role will be to identify, develop and launch major new products that will build and solidify IDG's position as the leading global provider of information on

- SEE PAGE 2



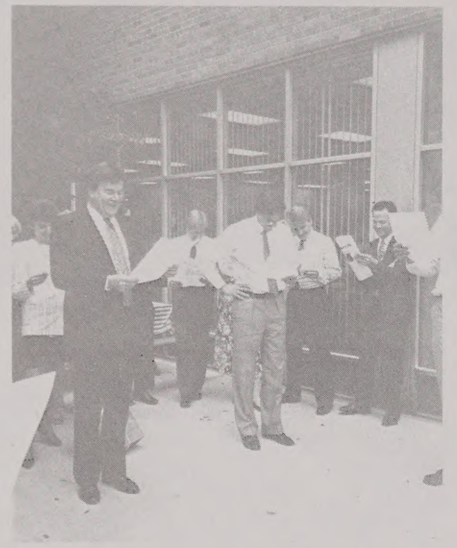
***CW* Exec. Editor Paul Gillin hands Landmann a framed "front page."**



Gary Beach addresses his new staff at *Computerworld*.

Landmann

-FROM PAGE 1



Pat McGovern and *CW* staff smile while reading the front page.

information technology."

Kicking off the farewell ceremonies, Executive Editor **Paul Gillin** narrated a facsimile of a *Computerworld* front-page. The page was filled with "roast style" remarks and inside jokes. As Gillin read, fellow colleagues and friends laughed at the humorously captured idiosyncrasies of "Sgt. Fritz" a.k.a. "Stormin' Norman Fritzkopf."

McGovern presented Landmann with a clock and a pair of suspenders with embossed globes. (Landmann is known for his wide assortment of thematic suspenders.)

Landmann thanked McGovern for this new opportunity and praised his *Computerworld* staff for their successful teamwork and three years of dedicated service. Landmann noted that he would continue to have an interest in their success and would be "just down the street."

Gary Beach, formerly president and publisher of *Network World* steps in as president and CEO of CW Publishing, Inc. and publisher of *Computerworld*. Beach said that upon his return to 375 Cochituate Road, his aim would be to continue to steer the publication with the "p-word—passion—for content and product."

Computer Buying World

-FROM PAGE 1

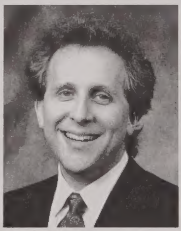
market for competitive service, support and pricing has become immense. With more than 1,000 active sellers in the direct market and ad expenditures that are growing at a 30% annual clip, the business buyers have many choices to make."

"Direct marketers are spending almost twice as many dollars on advertising as they spent two years ago, and the growth has not stopped," said **William Gollan**, executive vice president and co-founder of *CBW*. He added that many major advertisers have already signed long-term contracts including Dell, Tandon, PC Connection, Zeos, Compuclassics, Jade and Northgate. The publication, which debuted with a June cover date, has a guaranteed average rate base of 130,000.

CBW identifed frequent business buyers through an extensive circulation development effort that narrowed the list down to the biggest and best direct channel purchasers. An initial sampling of *CBW* subscribers showed they spent an average of $149,000 on PC equipment over the last 12 months and averaged 30 direct orders. Fourteen percent bought this way more than 100 times.

NEW FACES

Jonathan Cohler most recently served as president and chief operating officer of Gollan & Cohler, Inc., a firm that offered market consulting and analysis to computer advertisers. The company worked with Litle & Co. and MBNA America to develop, market, sell and launch Direct Advantage, the first affinity credit card program in the computer industry. Earlier, Cohler spent six years at Ziff-Davis Publishing Co. in a variety of roles, including founder and editor-in-chief of *Digital Review* and director of development for Ziff Communications.

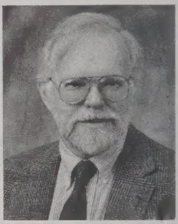


Cohler

Bill Gollan most recently served as CEO and chairman of Gollan & Cohler, Inc. Gollan previously spent three years as a sales and marketing consultant for IDG and Ziff-Davis. His 15 years of experience in the computer industry began as an editor for Wayne Green Publishing's *Kilobaud Microcomputing*, and he later founded his own direct marketing computer firm, Business Computers of Peterborough. He has also done extensive consulting work in the list business focusing on circulation acquisition programs, primarily with J.F. Glaser, Inc.

Gollan

Before joining *Computer Buying World* as editor-in-chief, **George Bond** spent two years as the principal of Bond Communications. Previously, he was the executive editor of *BYTE* from 1983-1990 and co-founder of BYTE Information Exchange. Bond has also served as managing editor at *Mini-Micro Systems* and *Electronic Business*. Early in his career, he was city editor for *The Washington Star*.



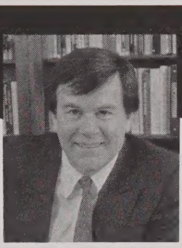
Bond

A staff of 31 is currently working in *CWB*'s Wakefield office, with four advertising representatives out in the field.

Bond said that the editorial content of *CBW* is a unique blend of direct marketing services and editorial features. Articles will include such topics as what to consider while negotiating volume purchase agreements, how to protect transaction rights and what's covered in the fine print of service and support contracts.

CBW also offers exclusive editorial services such as regular business case studies, the *CBW* Frequent Buyer Program, cross referenced guides and indexes, buyers guides, and product reviews and evaluations. A "Fax-Back" service offers yet another way for readers to get the information they need. Subscribers can dial into a database 24 hours a day, 365 days a year, request any *CBW* editorial product, vendor literature or other listed items and get a faxed response within 24 hours.

On line



ASK PAT

Q **In your opinion, what are the most important daily or weekly habits for a young businessperson to develop?**

A You should clearly define the goals you want to accomplish. Then you should set your priorities on the activities to accomplish these goals. Take charge of your schedule by prioritizing your time to accomplish those activities. God gave everyone an equal playing field...24 hours a day! The winners in life are those people who take charge of the use of their time to focus on the activities that accomplish their plans.

Q **I understand that it is IDG policy not to do business in South Africa. What changes would need to take place for IDG to do business there?**

A Most developed nations prohibit businesses in their countries from doing business with South Africa as part of trade and economic sanctions against that country for their policy of racial discrimination. When, in the judgment of governmental experts on these issues, those trade and economic sanctions can be lifted so that international business relations can be re-established with South Africa to aid in its economic development for the benefit of all its citizens, then IDG can consider re-establishing business relations there.

Q **Do you believe in IDG as a "career employer," or do you prefer enforced redundancies to make way for new blood?**

A IDG is a network of individual business units which prosper by sharing a common mission, values, know-how, market and economic information and enterprise success.

Decisions as to the jobs that need to be filled, the people to hire, and the career path of employees are made within business units, not by IDG Headquarters. We encourage promotion from within, so we would prefer to see new job opportunities go to qualified current employees rather than to outsiders. Our policy of promoting from within is totally opposite from the concept of enforced redundancies to make way for outside hires.

Q **We hear many reports from employees at IDG who formerly worked for Ziff-Davis that they are much happier at IDG in that they did not feel any sense of "belonging" or personal fulfillment at Ziff-Davis. Why do you think this is so?**

A IDG's values reflect the priority of the importance of people. Everything else is secondary. We operate on a decentralized basis to give our people as much freedom to make their own decisions and control the way they meet the needs of their customers. Ziff-Davis is a centralized company where people have to meet whatever goals are set for them by Ziff's corporate headquarters in New York. Ex-Ziff employees tell me that they felt they were being "used" at Ziff-Davis.

At IDG they feel that they have the freedom to use their intelligence, creativity, and resourcefulness in the way they feel will best serve their own customers.

Q **Will IDG ever be sold back to employees?**

A IDG ownership by employees is increasing year by year. Since the IDG U.S. Employee Stock Ownership Plan (ESOP) and the International Employee Stock Ownership Plan were established over 10 years ago, the ownership of IDG in these programs has increased each year. It now stands at over 30%. It is expected that over 50% of IDG will be owned by these plans before the end of this decade. They will ensure that control over the future of IDG will be in the hands of IDG's employees.

Q **Given that many computer vendors are also our clients, what "rules of objectivity" do we apply in our published market research?**

A Our research clients value our services to the extent that they trust them as highly accurate, objective and trustworthy. Our goal is to have our research judged by our clients as the highest quality, most useful and most valuable research available. Therefore, we are committed to total objectivity. Our research is a professional service like medicine or accounting. The clients may not like what they hear, but they do want to hear the truth.

Q **With all your experience working with people from various countries, do you think one can legitimately make broad statements about a nation's people's character, or do you think there is no such thing?**

A I find that human nature is 99% the same throughout the world. Differences in language, physical appearance, clothing, customs and cuisine represent adaption to circumstances in the local environment. However, basic human needs, aspirations and moral character of people are basically the same around the world.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, Vice Chairman Axel Leblois, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Collaborative Effort Yields *Fiber Optics Report*

Network World and the IDG International News Group have teamed up to produce a new, monthly fiber optics newsletter.

Network World's
Fiber Optics Report
Vol. 1, No. 1 The Monthly Bulletin on Fiber Technology May 1991

FDDI Watch

Industry groups pushing hard for FDDI acceptance

COMMENTARY:
Welcome, readers

Inside This Issue

Fiber Optics Report, which rolled off the presses last week, is an eight-page newsletter aimed at networking professionals involved in the planning, acquisition and day-to-day operations of fiber-optic communications systems.

Offering in-depth coverage of the latest development in fiber optic networks, each issue will contain regular features such as FDDI Watch, Standard Update, Interconnection News, Market Analysis and Research Notes.

The idea for *Fiber Optics Report* was generated by *Computerworld* Publisher (then *Network World* Publisher) **Gary Beach**. Beach felt that there was the possibility of an untapped market and tested his theory through market research. A telephone survey designed by *NW*'s Research Manager **Ann MacKay** asked *Network World* readers who use fiber optics in their networks if they would be interested in such a newsletter. The response gave Beach and his staff the encouragement they needed to go ahead with the project.

Beach approached the IDG International News Group about collaborating on the new venture.

According to **Craig Pierce**, vice president of operations at the News Group, "The research showed that people needed and wanted more specific information in fiber optics. We decided to combine the editorial experience of *Network World* with the newsletter marketing and production knowledge of the News Group and produce the *Fiber Optics Report*."

Network World Features Editor **Sal Salamone,** who analyzes and reports on fiber optic development, was chosen as the newsletter's editor due to his expertise. He was previously associate editor for *Lightwave, The Journal of Fiber Optics,* and has taken courses in the field at Northeastern University.

Salamone noted, "I believe that the interest in this market will continue to grow, and people will want to know more and more. By getting a jump on a new market we will be able to out-pace any competitors and establish ourselves as the publication people can turn to."

Sharon Baker, who also edits the News Group's *International Computer Update,* serves as managing editor. She created the newsletter's design and handles copyediting and layout for *Fiber Optics Report.*

Change of Address

Effective immediately, IDG Poland, S.A. has a new address. Please change your records accordingly.

IDG Poland, S.A.
Wieslaw Migut,
General Manager
ul. Tytoniowa 20
04-228 Warsaw

Tel: 011-48-22-216082
Fax: 011-48-22-286711

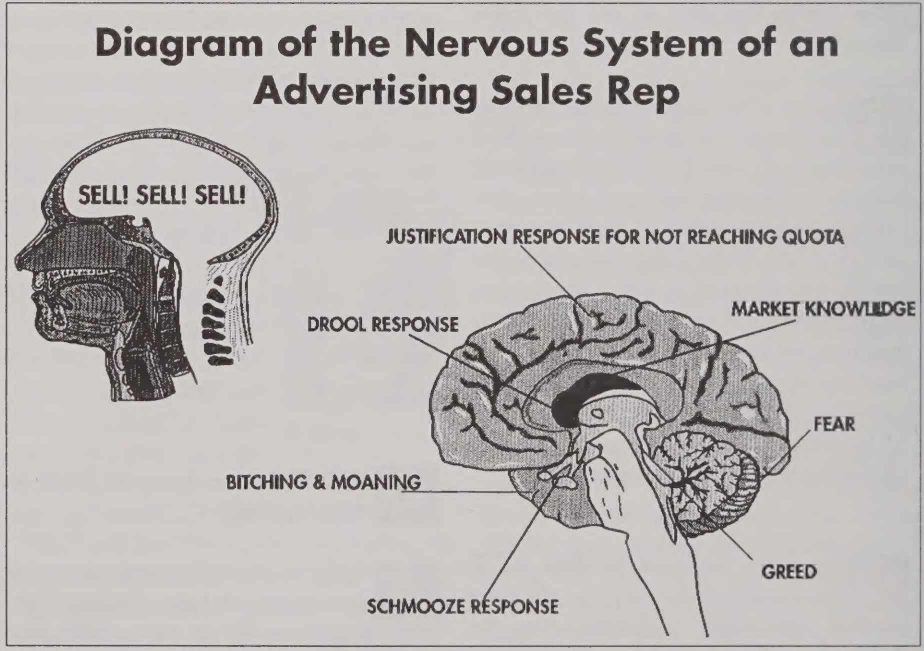


Diagram of the Nervous System of an Advertising Sales Rep
SELL! SELL! SELL!
JUSTIFICATION RESPONSE FOR NOT REACHING QUOTA
MARKET KNOWLEDGE
DROOL RESPONSE
FEAR
BITCHING & MOANING
GREED
SCHMOOZE RESPONSE

Shannon Linville, marketplace sales representative for *Publish* created this cartoon, which will no doubt ring true in the hearts (and minds) of ad sales reps everywhere. Unfortunately, it arrived at the *IDG World Update* offices too late for the May 13 special issue on selling ads.

Human Resources News

NEW POSITIONS THIS WEEK May 27, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

PRESIDENT/PUBLISHER (NWW)

Network World, the highly-regarded weekly publication for network managers and professionals, is seeking a new publishing executive. This person will assume total responsibility for the profitability, growth and direction of the newspaper which employs approximately 75 publishing professionals. The position requires a breadth and depth of experience, skills and abilities: leadership and senior-level publishing management, proven success in sales, editorial and circulation strategies, overall business savvy and financial acumen. The position reports to IDG's Executive Board. Please send letters of interest to Walter Boyd, President, International Data Group, One Exeter Plaza, 15th Floor, Boston, MA 02116. No telephone calls, please.

PROGRAM MANAGER (IDC)

The Program Manager for IDC's Electronic Messaging program is responsible for providing both quantitative and qualitative analysis, and for tracking market trends. Principal responsibilities include producing written reports, supporting vendor client requests, and program marketing. Requires 3 years experience in electronic messaging systems at vendor organization, consultant, and/or user organization, and strong writing, research and presentation skills.

TECHNICAL REPORTER (DNP)

This position reports to the senior writer/section editor at DEC market news biweekly. Requires a minimum of 3-4 years technical reporting experience. Experience with desktop, Unix, VMS hardware/software or networking issues are desired.

DESIGNER/INFORMATION GRAPHICS (PCW)

This position is responsible for designing and producing high-end illustrational information graphics, quality control of film and proofs of DTP items, and tracking and coordinating work flow of DTP items. Also responsible for tracking invoices and billing, and providing training and technical assistance. Requires detailed knowledge of illustration, page layout, scanning and related graphics software, and a minimum of 3-5 years design or publication experience, with emphasis on information graphics. Knowledge of postscript and systems troubleshooting a plus.

ADMINISTRATIVE ASSISTANT (PCW)

This position is responsible for supporting the Western Advertising Director and Ad Director of Market Development in all administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. Candidates must be familiar with IBM or compatible computer systems, proficient in word processing, spreadsheets, and Database. Candidates should also be detail oriented, have excellent organizational and communication skills, a pleasant phone manner, and be able to work well under pressure.

ASSISTANT TO THE NATIONAL ADVERTISING DIRECTOR (IMI)

This position is responsible for supporting the National Advertising Director in all administrative facets of the department including general office support, information management and special projects. Strong organizational skills, initiative and a high level of professionalism are required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: May 27, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Production Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LOTUS	Asst. Technical Editor	*LOTUS*, Cambridge, MA	C. Thomas	(617)225-6815
LOTUS	Copy Editor	*LOTUS*, Cambridge, MA	A. Kremers	(617)225-6822
IDC	Research Associate (temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Research Analyst, Int'l Plan.Svcs.	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager	Framingham, MA	A. Palermo	(508)872-8200
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sales Account Manager	*PCWorld*, Natick, MA	B. Ostrow	(508)879-0700
PCW	Copy Editor	*PCWorld*, San Francisco, CA	J. Paulson	(415)978-3252
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)9783264
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
IMI	Assistant to the Nat'l Advertis. Dir.	*Publish*, San Francisco, CA	L. Mendelson	(415)978-3284
MAC	Research Assistant	*Macworld*, San Francisco, CA	G. Rocchio	(415)978-3293
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sr. District Manager	*CWPI*, Burlingame, CA	K. Harold	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

* * *

ATTENTION-----If your child is graduating from school and is no longer a full time student, they are no longer eligible to be covered under your insurance as a dependent. Your child can continue their group medical and dental coverage beyond their eligibility termination date by opting for COBRA. COBRA legislation allows the dependent to pay insurance premiums for up to a maximum of 36 months. Please contact Holly Howard at (508)935-4386 for more information.

BI-WEEKLY HEALTH & DENTAL CO-PAYMENT RATES
Effective 7/1/91

ALL	JOHN HANCOCK
SINGLE	$ -0-
FAMILY	$ 35.00 (1 DEP) $ 42.00 (2+DEPS.)

EAST COAST	HARVARD HEALTH	(FORMERLY FAMILY) PILGRIM HEALTH	BAY STATE
SINGLE	$ 21.84	$ 24.90	$ 21.71
FAMILY	$ 109.29	$ 111.20	$ 110.42

WEST COAST	TAKECARE	KAISER-CA
SINGLE	$ 16.08	$ 5.00
FAMILY	$ 75.90	$ 48.36

VIRGINIA	KAISER-VA	HEALTHPLUS	
SINGLE	$ 11.03	SINGLE	$ 5.00
FAMILY	$ 68.60	FAMILY	$ 32.12

NH	MATTHEW THORNTON
SINGLE	$ 9.29
FAMILY	$ 54.19

*ALL RATES INCLUDE DENTAL

THE FOLLOWING IS AN UPDATE FROM IDG CORPORATE BENEFITS:

HEALTH INSURANCE OPEN ENROLLMENT

IDG is currently holding its annual health insurance open enrollment period. During this time, all eligible employees have the opportunity to change from their current IDG medical plan to one of the other plans offered by IDG.

IDG has added 2 new HMO's. Matthew Thornton, a HMO for New Hampshire based employees, and HealthPlus, a HMO for Virginia based employees, will be available for employees to join effective July 1st as well.

All enrollment changes will be become effective July 1, 1991. Employees can not change their insurance carrier again until the next open enrollment period. The next open enrollment is June 1992.

Also effective July 1, 1991, your medical payroll contributions may increase. On the reverse side, please find new employee contributions effective July 1st. IDG has not raised employee contributions in 18 months while our insurance premiums have increased approximately 12% each year. The contribution increases to employee's with dependent coverage or HMO's are 5% across the board. IDG has decided to absorb the remainder of the increase. IDG will continue to pay 100% of the cost of IDG Health for its employees.

If you would like more information concerning changing medical plans or have any questions concerning the new premiums please contact your Human Resources Department to insure timely processing.

DENTAL INSURANCE CHANGES

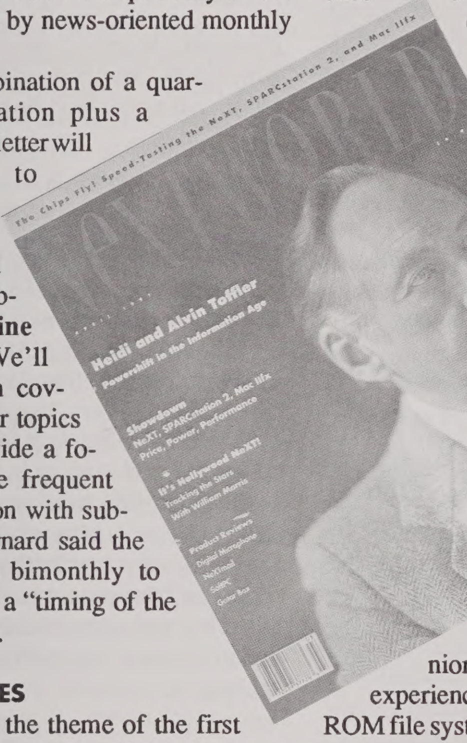
IDG has added coverage for sealants. All eligible dependents up to age 14 will be eligible for pit and fissure sealants for permanent molars. Sealants are preventive measures against cavities. This will become effective July 1, 1991.

NeXTWORLD Goes Quarterly, Bolsters Editorial Staff

NeXTWORLD, Integrated Media's information source for users and buyers of NeXT computer systems, has announced a new publication schedule and appointed two new editors to the staff.

Beginning in July, *NeXTWORLD* will publish product-focused quarterly issues supplemented by news-oriented monthly newsletters.

"The combination of a quarterly publication plus a monthly newsletter will allow us to 'thematize' our magazine," said Associate Publisher **Jeannine Barnard**. "We'll offer in-depth coverage of major topics and also provide a forum for more frequent communication with subscribers." Barnard said the change from bimonthly to quarterly was a "timing of the market" issue.



THEME ISSUES

Color will be the theme of the first quarterly issue, which will hit the newsstands July 30. An in-depth editorial package will explore the technical details of the new NeXTstation Color and NeXTdimension color systems, color application software, color peripherals and color prepress. Theme issues in the future will cover NeXT networking and multimedia.

Daniel Ruby, who spent the past year as editor of *InfoWorld*, has been named *NeXTWORLD*'s editorial director. From 1987 to 1990, he was the editor of *MacWEEK* and before that served as an editor and writer for *PC Week* and *Popular Science*.

Ruby will be in charge of establishing a number of new departments, including sections on the NeXT community and on usage tips and tutorials. The magazine will also feature a four-page news section that will become the newsletter in the months between publication.

"NeXT users form a discerning audience that wants to be entertained, educated and challenged by a publication," Ruby said. "My goal is to help create an entirely new editorial package and design that will reflect the enthusiasm and intellectual curiosity of the NeXT community."

Simson Garfinkel, a professional programmer and journalist, has been appointed *NeXTWORLD*'s new senior editor. His programming experience includes writing the CD-ROM file system for NeXT's Release 2.0, and he has covered general technology subjects as a staff writer for the *Christian Science Monitor*. His articles have appeared in numerous computer and technology publications, and he has co-authored a book titled *Practical UNIX Security*.

Along with Senior Editor **Dan Lavin** and Managing Editor **Darcy DiNucci**, Garfinkel will have broad involvement in the features, reviews, news and how-to sections of *NeXTWORLD*.

An independent survey found that an overwhelming number of respondents found the first issue of *NeXTWORLD* exciting and easy to read and were looking forward to the second issue in April.

Calendar 1 2 3

- **JUNE 3-6**
Macworld Expo/Berlin
AMK & ICC
Berlin, Germany

- **JUNE 3-7**
Object World
Fairmont Hotel
San Francisco, CA

- **JUNE 13-14**
Latin/South American Managers Meeting
Computerworld Product Line Meeting
Caracas, Venezuela

- **JULY 9-14**
PC World Forum/Moscow
VDNH Exhibition Park
Moscow, USSR

- **JULY 15-18**
ComNet/WEST
Moscone Convention Center
San Francisco, CA

- **AUGUST 6**
EAOC Meeting
Algonquin Club
Boston, MA

- **AUGUST 6-8**
PC Windows/Sydney
Darling Harbour Exhibition Center
Sydney, Australia

- **AUGUST 6-9**
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

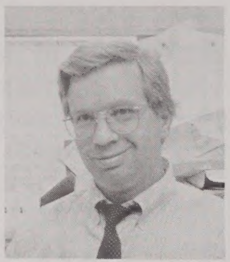
- **SEPTEMBER 3-5**
Publish '91
Rosehill Convention Centre
Sydney, Australia

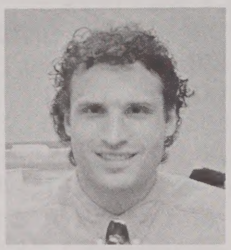
- **SEPTEMBER 23-25**
European Managers Meeting
Barcelona, Spain

Noteworthy!

PROMOTIONS

Digital NEWS has announced three promotions. **John Cox**, formerly technical editor, has been named technical editor/features director. In his new position, Cox will supervise *DN*'s Buyers Guides, Managers Briefings, Q & As, columns, Digital NEWSmakers and Product Profiles sections. Staff Writer **Joe Panepinto** has been promoted to senior staff writer and will continue his role in news reporting with special emphasis on software industry coverage. Outside the newsroom, Art/Production Assistant **Wendy Israelite** has been named Assistant Art/Production Director.


Cox


Panepinto

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George Glenn of IDG Headquarters' financial planning department has been promoted to junior financial analyst. He has been responsible for managing the international financial database for IDG since joining the company in 1987, and in his new role he will become more involved in the budgeting and planning process.

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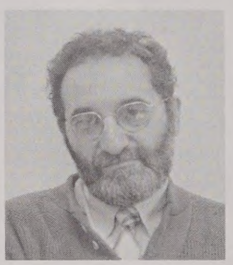
At *Network World*, **Sue Champeny** and **Susan Slater** have each been given the title of design editor. Champeny will remain in charge of all news and section informational graphics and become more involved in the general design of news/section pages. Slater will continue to handle features design, layout and informational graphics and takes over full budgetary responsibility for art and photography procurement.

INTERCOMPANY TRANSFERS

CIO has announced the appointment of **Michael Masters** to director of advertising sales for the U.S. eastern region. Masters has 15 years sales management and marketing experience in information technology, pharmaceutical and travel/trade publishing, including 10 years with several IDG business units. Most recently, he was associate publisher for *ON!* Magazine and *Video PROphiles* with responsibility for sales and marketing management. Masters has also held senior sales management positions with *Computerworld* and *PC Resource*. He will relocate to CIO Publishing's new eastern region headquarters in Fairfield, N.J. on June 1. He holds a bachelor's degree in English from Seton Hall University.

NEW APPOINTMENTS

Martin Jukovsky has joined *Digital NEWS* as Buyers Guide editor, responsible for researching, editing and preparing the detailed Buyers Guide listings. Most recently, Jukovsky was a technical editor/writer for Bull HN Information Systems. He has also edited articles for numerous photography magazines. Jukovsky has a B.A. in film technique from City University of New York and enjoys films, reading and photography in his spare time.


Jukovsky

Shawn Willett has been named *DN*'s Los Angeles bureau chief. His news coverage will focus primarily on the DEC storage market. He recently worked at Ultinet Development, Inc., a California-based networking software vendor. Willett is a graduate of the University of California/Los Angeles with a B.A. in political science and French.

Christie Sears has returned to IDG as the recruitment advertising sales assistant for *Network World*. She was an editorial assistant at *Computerworld* from 1985-1987 and then worked for a year in *CW*'s marketing department.

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Rob Hart, formerly a part-time telephone interviewer with Installed Technology International, has moved to a full-time position as a market research associate.

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Network World copy editor **Skip MacAskill**, previously a "longtime trusty temp," has also joined the ranks of the full-timers' club.

■ ■ ■ ■

Information Strategies Group welcomes two new employees. As manager of information resources, **Norma Draper** will be involved in research, indexing IDG publications and managing ISG's library. She was previously a librarian with the Department of the Navy. Draper has a master's degree in library science and enjoys swimming and reading in her spare time.

Jim Franklin has been named ISG's federal account manager. Previously a regional sales director for the META Group, he has an educational background in engineering and computer science. Outside the office, he enjoys softball, sailing and cycling.

■ ■ ■ ■

Gena Rosenson, a telemarketing sales rep focusing on catalog ad sales, is one of a duo of new faces at *Macworld*. She formerly handled display and classified sales as an advertising sales manager at Tapis Publishing Co. Rosenson graduated from the State University of New York/Albany with a communications major and business administration minor.

Prior to signing on as a sales associate, **Jill Nightingale** worked as a creative assistant in an advertising agency. She has a B.A. in communications from California State University/Chico and lists snow skiing as one of her interests.

Digital NEWS Design Duo Receive Art Award

Digital NEWS was honored recently with four design awards from the New England Chapter of the American Society of Business Press Editors.

Art/Production Director **Vicki Blake** and Assistant Art/Production Director **Wendy Israelite** received first place awards for Best Tabloid Front-Page Art and Best Tabloid Front-Page Text. The publication also earned second place awards for both categories. As a result of its high ranking, *DN* will be automatically entered in the national competition later this summer.

The New England competition drew a record number of entries—more than 200—representing more than 30 technical and business publications. Entries were judged on layout, style and value to the reader.

Wendy Israelite (L) and Vicki Brown have recently added more awards to the *Digital NEWS* collection.

Another Decade Celebrated

Shirley Ingram joined IDG Communications/Australia in March 1981, as the circulation manager. At the time there was only one publication—*Computerworld Australia.*

Today, the circulation department consists of four people handling seven publications, list rentals, circulation promotion and IDG Books.

Before joining IDG, Ingram spent two years working and travelling in Europe and South Africa. She previously worked as the credit and customer service manager and personnel/administration manager for World Book Encyclopedia.

Outside the office, Ingram enjoys traveling and has visited many countries during the last few years. Her favorite adventure was trekking and white water rafting in the Himalayas.

Ingram and IDG Australia General Manager **Don Kennedy** celebrated her tenth anniversary recently with lunch at a local Sydney restaurant.

Shirley Ingram and Don Kennedy

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of May. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Ann Clark - IDC

THIRTEEN YEARS
Bill Sell - WEC

NINE YEARS
Mary Dolaher - IDGHQ

EIGHT YEARS
Dorothy Adams - IDG Australia

SEVEN YEARS
Beverly Schneider - *Macworld*

SIX YEARS
Frank Gens - TISC

FIVE YEARS
Sanne Shepherd - IDG Denmark

FOUR YEARS
Stephen Lennox - IDG Australia
Regina Clark - *Federal Computer Week*
Michael Deutch - IDC

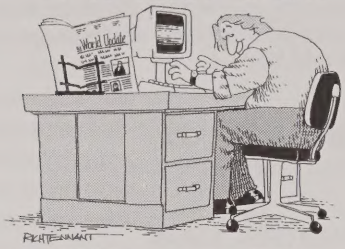
THREE YEARS
Margo Swanson - IDG Peterborough

TWO YEARS
Debbie Silver

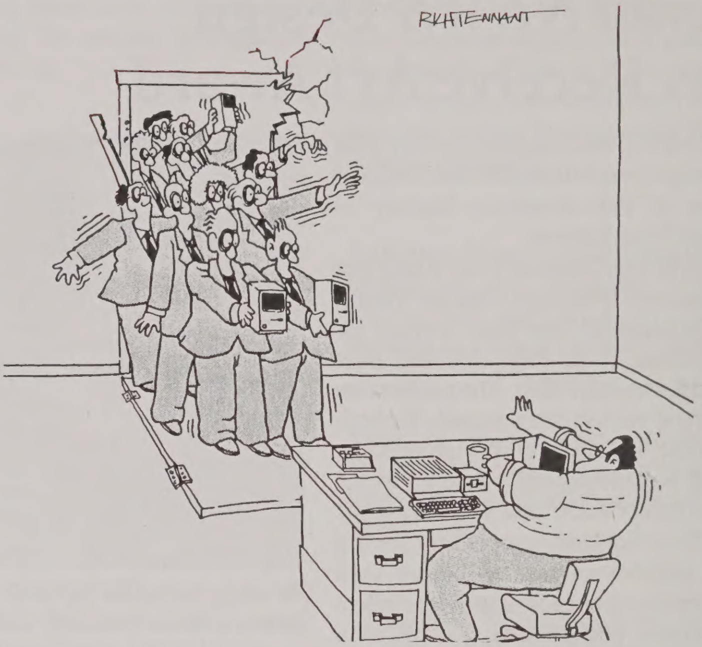
ONE YEAR
Gigi Wang - IDC
Adele Lee - ITI
Carla Schneider - *InfoWorld*
Donna Vieraitis - *InfoWorld*
Jan Davis - *InfoWorld*

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 25. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

***IDG World Update* is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

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TechMedia Video Ready for In-House Production
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Neural Network World Debuts in Czechoslovakia
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 22

JUNE 3, 1991

Campbell Named IDC President, CEO

IDG Chairman **Pat McGovern** has named **Kirk Campbell** president and CEO of International Data Corporation.

Campbell, who most recently served as IDC's chief operating officer, replaces **Axel Leblois**, who resigned on May 28 to become president and CEO of U.S.-based Bull HN Information Systems Inc.

McGovern made the announcement at IDC's Framingham headquarters on May 29.

Campbell has worked in the computer industry for eight years. He joined International Data Group in March 1988 as vice president of analysis and planning and moved to IDC as executive vice president of worldwide operations in March 1990. He earned a bachelor's degree from Stanford University and a master's from Princeton University and was a Fulbright Scholar at the Free University in Berlin.

CONTINUED SUCCESS

"We have research offices in countries representing 98% of the world's information technology expenditures," Campbell said. "We serve more than 3,700 corporations and government agencies around the world. I intend to make certain the service we provide to our clients continues to position them for success."

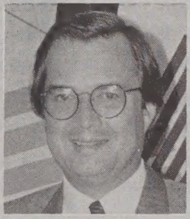
Campbell will be assisted in his management responsibilities by senior vice presidents **Aaron Goldberg**, **Kim Myhre** and **David Moschella.**

Campbell also announced that he is expanding IDC's operating committee from six to nine members to include Vice President/Systems Research **Vicki Brown**, Vice President/Sales and Services **Rebecca Segal** and Vice President/Communications **Gigi Wang**.

They join current members Golberg, Myhre, Moschella and Vice President/U.S. Sales and Administration **Larry Bishop**, Vice President/Software **Bob Tasker** and Vice President/Systems and Storage Research **David Vellante.**

Leblois Tackles A New Challenge

Axel Leblois' tenure at IDG began in 1983, when he was named president of publishing operations in France. In 1986, he came to the U.S. as president and CEO of IDG Communications. In December 1989 he was appointed chairman of IDC and continued to serve as IDG vice chairman.


Leblois

Leblois praised IDC as "a group of incredibly skilled persons" whose "independent visions are critical to a good research organization."

"I love IDG," Leblois said, "But I have this wild part of me that is uncontrollable, and I could not resist the challenge. With Pat's vision for IDG now becoming reality, IDG is represented in all areas of information technology. This is a tremendous base for IDG to build on, and I expect to be one of IDG's largest customers."

In his new role with Bull HN, Leblois will focus on U.S. and North American customers and continue to develop areas of excellence in specific markets.

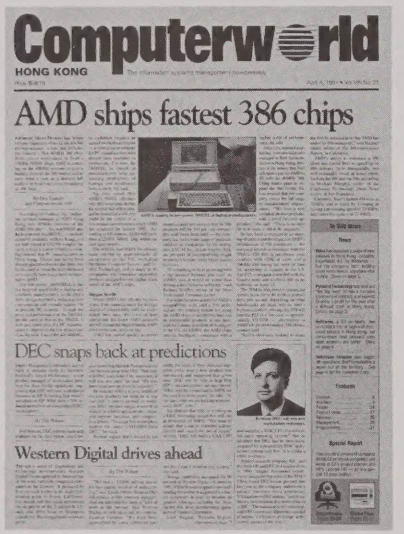
Kirk Campbell jokingly assessed the reason for Leblois' new venture. "Axel loves a challenge," he said. "My theory of why Axel is leaving is that IDC's operational losses were simply too small. He read that Bull was losing $1.2 billion, and that was simply irresistible to him. If anyone can turn it around, Axel can."

CW Hong Kong Goes Electronic with BBS

Computerworld Hong Kong's free public bulletin board service (BBS), launched early last month, has been the talk of the town.

"Computerworld On-Line," Hong Kong's first public computer news service, "has been successful beyond expectations," Editor **Laura Janney** reported. The idea for the BBS arose when Janney, plotting a counterattack after the competition decided to go weekly, came across an article about the Prodigy system on the IDG News Service.

The BBS, complete with full-color screens, includes local news from *CW Hong Kong*, items from the IDG News Service, and news on events, people and negotiations. A listing of job openings has drawn particularly heavy readership, and thousands of messages have been exchanged through the Interface section. Janney said that some of their best resources have been the systems operators of other BBSes in Hong Kong who come online at 2:00 a.m. and spend hours answering readers' technical questions.



Computerworld

HONG KONG

AMD ships fastest 386 chips

DEC snaps back at predictions

Western Digital drives ahead

The staff has set up a timetable to ensure that readers of any IDG publications see the news in print before it goes on the BBS. The minimum time delay is 10 days, but 90% of the news has a delay of 12 days or more. *PC World* and *InfoWorld* comparisons and reviews have a delay of a month or more.

Questioned about offering the service at no cost, Janney was quick to cite her rationale. "First, Hong Kong is a small town full of tightwads. They're already overloaded with free information, and I figured there was no way people would go out of their way to pay for something so unusual. Also, I anticipated that we would have lots of startup problems, and I couldn't bear the thought of having hundreds of angry readers feeling that they weren't getting their money's worth."

> **"I almost never get a letter to the editor, but my readers have been lining up to give me a piece of their electronic minds."**
>
> **- Laura Janney**

While there were some technical difficulties, such as a faulty telephone cable, Janney also had to deal with readers who complained about the choice of color on some of the menus, notably her personal favorite—purple. "Perhaps I'll change to something nicer—maybe green on orange," she mused.

Janney also said that making the service free sparked public discussion, which helped generate more than just callers. A number of companies were eager to help with startup costs: AST donated a Premium 386/33 with a 325M-byte hard disk, Novell donated its Netware 386 software, the phone company helped design the architecture and set up the equipment and Hewlett-Packard donated a laser printer. Others have offered to help expand the system when the need arises.

Although there is no charge to dial into the system, the office is recovering its costs in several ways. Janney explained that the BBS has generated so much goodwill and interest that "people have already forgotten about our competition. At a recent product announcement, all lunch table conversation centered around CW On-Line, and the reporters and advertising people from the other publications were speechless."

As an introductory incentive, *CW Hong Kong* is offering On-Line advertising space as a bonus to advertisers who sign either multi-issue or very large single-issue contracts. The staff's "print first" motto requires that vendors must advertise in the paper in order to be eligible for BBS space. Soon, *CW Hong Kong* plans to charge a premium for On-Line ads that should directly cover the costs of maintaining the system. Janney said that advertisers have been fascinated by the reader demographics that are cross-matched with minute-by-minute, article-by-article readership.

FREE ADVICE

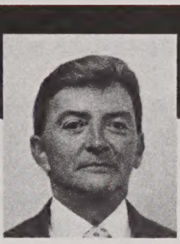
Janney encouraged other IDG editors to consider establishing a similar system and reaping the rewards. Not only is it leading-edge publishing that makes a good impression on potential advertisers, she said, but it offers a controlled circulation publication a broad audience, at low cost, that otherwise wouldn't be reached.

Janney also emphasized that the BBS is an excellent way to get close to the readers. "Hong Kong people are notoriously reluctant to express opinions," she said. "I almost never get a letter to the editor, but my readers have been lining up to give me a piece of their electronic minds. Now, if they'd just stop calling me 'Mr. Editor,' I'd be set."

Anyone interested in the system can have a "free visit" by calling via dial-up modem (Procomm or a similar ANSI-supporting communications software) at (852) 520 0446, 24 hours a day, seven days a week. Callers should leave Janney a message in the Letters to the Editor section on the main menu, and she will offer advice on setting up the system and getting donations.

On line

ASK WALTER



Q Could you describe Fritz Landmann's new responsibilities as IDG senior vice president and director of global resources? What circumstances prompted the creation of this new position?

A In Fritz's new position he will be essentially charged with the job of transferring know-how between our various international publishing companies. Fritz will also take on special assignments in any and all markets where the Executive Committee feels that we might be able to contribute to either the establishment of a new market or the relaunch of specific publications in existing markets.

The Executive Committee has been considering the implementation of such a position for some time.

With our highly decentralized organization it has proven, on some occasions, to be difficult to effectively transfer know-how from one independent operating group to another.

Q The upcoming Latin/South American Managers Meeting is the first of its kind in that region. What conditions made 1991 the year to inaugurate it?

A While this is not the first meeting in Latin America it is the first in some time and was planned for two reasons. We feel very strongly that with our decentralized style of operation it is even more important to make sure that people with similar interests/markets have an opportunity to share their experiences, trials and tribulations and successes with each other on a regular basis.

1991 is the year of the "Product Line Meeting." At the beginning of this fiscal year we made a decision to take the product line meeting concept on the road and to make sure that every one of our worldwide operations had an opportunity to participate. And in the interest of efficiency and cost control we have been pairing these product line meetings with regional managers meetings.

Q All business units are required, as part of the budget process, to submit a three-year plan. Does the Executive Committee go back and review a business unit's past plans while looking over the current one?

A The three-year plan is extremely important as it sets the stage for anticipated growth and/or change in each of the various markets we serve.

The Executive Committee very carefully reviews the previous three-year plan submission to see how good the forecasting was by our presidents and to help us chart the future growth of the company. In addition, we look at previous years' figures at each monthly review meeting.

Q Recently IDG France announced that it plans to launch *Golden Mac* in September. Since an IDG publication of the same name folded there a few years back, won't it be particularly difficult to relaunch with the same title?

A I don't believe that it will be difficult to relaunch as market conditions have changed quite dramatically in France since the original *Golden Mac* made its first appearance. Just the installed base of Macintosh computers alone would be reason enough to relaunch.

And in addition to that there is now a very large and growing worldwide family of *Macworld* publications and expositions that are steadily gaining in prestige as the premiere vehicles for advertising and selling Macintosh products.

We are confident that Francois Chaussonniere and his team will do an outstanding job with their new "baby" and that it will grow very rapidly to become the number one publication for this market in France.

Q IDG has only a few U.S. publications that cater to a specific application area [such as *Publish*]. Does IDG have plans to add or buy publications in any other areas such as CAD/CAM? If so, what are they?

A There are, as a matter of fact, several projects on the drawing board at the moment. While it would not be appropriate to comment on these directly, the Executive Committee is currently looking at a number of ideas that are being researched by some of our U.S. publishing executives. I'm sure that there will be some announcements in the not too distant future.

Q Does IDG have a mandatory retirement age?

A No, IDG does not have a mandatory retirement age. As people are our most important resource we would not want to force a person with many valuable years of experience and maturity to leave the company. We would be giving up inestimatable experience. Our feeling is that people should be entitled to work as long as they so desire and are capable of handling their positions.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, Vice Chairman Axel Leblois, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

IDGC/P's Tech Media Video is Open for Business

Lights! Camera! Action! Those words aren't usually heard in a publishing office. However, with the establishment of the new TechMedia Video department, they'll be echoing in the hallways of IDG Peterborough with increasing frequency.

Part of the TechMedia Publishing Group, which publishes *AmigaWorld* and *Run*, TechMedia Video identifies market needs for informational videotapes and then produces, markets and distributes the products.

The new department is headed by Vice President/Group Publisher **Steve Robbins**. Video Projects Manager **Lynn Lagasse** is responsible for overseeing all phases of video production and distribution, while Video Sales Representative **Mary McCole** markets the videos to Amiga dealers, retailers, and domestic and foreign distributors. In addition to their video roles, Lagasse and McCole will continue their respective roles as manufacturing manager and assistant to the publisher for the publishing group.

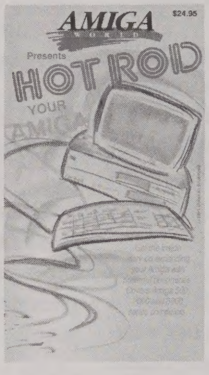
AN ANIMATED BEGINNING

The concept for an ongoing series of videotapes produced by *AmigaWorld* was inspired by the success of the *AmigaWorld Animation Video, Volume One*. The 48-minute video, composed of the best submissions sent in to an *AmigaWorld*-sponsored contest two years ago, shows how animation artists have harnessed the power of the Amiga. Sales of the video skyrocketed, and the staff began to look for video entrepreneurs to produce additional videotapes related to the Amiga platform.

Today, after a year of planning and development, eight titles comprise the growing library of tutorial videotapes targeted to Amiga users at all levels of expertise. These include *The Amiga Primer*; *Desktop Video, Volume One*; *NewTek's Video Toaster*, targeted to graphic artists and videographers who want to create broadcast-quality videos; and *Hot Rod Your Amiga*, which provides authoritative advice on achieving optimal power from the entire Amiga line of computers.

Lynn Lagasse described the advantages of the new video line. "No longer will serious computer users be forced to read through documentation that is frequently boring, too technical or inaccurate every time a new piece of hardware or software is purchased," she said. "Now, with our series of tutorial videotapes, dealers will have a targeted, cost-effective vehicle for satisfying the needs of their customer base."

While all the videotapes so far have been produced by outside sources, IDG Peterborough recently established its own video production and editing suite to work on a variety of in-house projects. The director of the suite, **John Wolfskill**, and Lagasse have tapped in-house talent to serve as video assistants. These volunteers, who put in many early-morning hours before tending to their full-time jobs, are learning to create scripts and storyboards, operate videocameras, and perfect editing and other post-production techniques.



The team is currently at work on the first in-house project, a promotional video for IDG managers that showcases how other business units can use the production expertise and marketing talents of TechMedia Video.

Steve Robbins, who will serve as executive producer of all in-house videos, said that TechMedia video will be able to create tutorial videos specifically tailored to the readership needs of IDG publications. "This will enable IDG magazines to penetrate new markets, to offer ancillary products and, in general, to increase revenue and profitability."

The staff plans to sponsor an open house later this summer for the community to show off the suite to business colleagues and videographers who might be interested in drawing on the group's expertise.

For more information on the production, marketing and distribution capabilities of TechMedia Video, contact Lynn Lagasse at (603) 924-0100, fax (603) 924-4066.

The TechMedia Video staff (Front, L-R): Lynn Lagasse, video projects manager; Michael McGoldrick, video assistant; Steve Robbins, vice president/group publisher; Mary McCole, video sales representative. Back (L-R): Janice Greaves, video assistant; John Wolfskill, director/technical director; and Tim Walsh, Vinoy Laughner and Barbara Gefvert, video assistants.

Human Resources News

NEW POSITIONS THIS WEEK June 3, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

MANAGING EDITOR, FEATURES (NWW)

This position works closely with the Features Editor to solicit and edit articles, develop art and graphics and coordinate the efforts of the Features department. Candidates should have a solid understanding of voice and data communications technology as well as significant reporting, writing and editing experience.

TECHNICAL EDITOR (PCW)

This position is responsible for ensuring technical accuracy of PC World reviews and features, overseeing PC World's technical direction, and supporting in-house hardware reviews. Requires two years experience in a technical position, a high degree of expertise in PC hardware, self-motivation, ability to absorb technical material quickly, excellent phone skills, and the ability to handle multiple tasks in a fast-paced environment.

SENIOR WRITER (CWPI)

This position is responsible for proposing, researching and writing original news, technical and feature stories and for generating stories on assignment from editorial management. Will also generate occasional stories based on original research. Requires a minimum of three years professional journalism experience and an additional year covering the computer industry. Must have demonstrated writing ability with fast, accurate production, and proven reporting skills with the ability to establish contacts within the computer industry, find news leads, and uncover and analyze trends.

PART-TIME RECEPTIONIST (IDG/P)

We are seeking a responsible and dependable person for three hours per day to answer phones, direct calls, greet visitors and perform general office duties. Hours are 3:30 to 6:30 p.m.

SPECIAL PRODUCTS CUSTOMER SERVICE REP (IDG/P)

Our customer service department seeks a service-oriented person to be responsible for taking customer orders via telephone, servicing customers through written correspondence as well as on the phone and processing daily orders and deposits. Data entry and other clerical duties are a major part of this job. Requires good customer service experience, strong data entry, excellent telephone manner and some DBASE experience preferred. Candidates must be able to work with minimal supervision.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: June 3, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Production Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LOTUS	Asst. Technical Editor	*LOTUS*, Cambridge, MA	C. Thomas	(617)225-6815
LOTUS	Copy Editor	*LOTUS*, Cambridge, MA	A. Kremers	(617)225-6822
IDC	Research Associate (temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Research Analyst, Int'l Plan.Svcs.	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager	Framingham, MA	A. Palermo	(508)872-8200
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Senior Writer or Staff Writer	*CIO*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Executive Assistant	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sales Account Manager	*PCWorld*, Natick, MA	B. Ostrow	(508)879-0700
PCW	Copy Editor	*PCWorld*, San Francisco, CA	J. Paulson	(415)978-3252
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)9783264
PCW	Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)978-3278
MAC	Research Assistant	*Macworld*, San Francisco, CA	G. Rocchio	(415)978-3293
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Senior Writer	*CWPI*, Framingham, MA	P. Bartolik	(508)879-0700
IDG/P	P/T Receptionist	Peterborough, NH	L. Abbott	(603)924-9471
IDG/P	Spec. Products Cust. Serv. Rep	Peterborough, NH	D. Bourgault	(603)924-9471

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Neural Network World Debuts

IDG Czechoslovakia has added yet another product to its varied collection of profit centers. On May 22, the company published the first issue of *Neural Network World*, a new, high-level scientific journal on neural and mass-parallel computing and information systems.

Neural computing involves structuring a network so that it can piece information together, similar to the way the human mind works. For example, each node on a network can be assigned a different calculation, and the network will make a decision based on the aggregate information.

Computerworld Czechoslovakia is responsible for publishing the bi-monthly journal, although the editorial staff is employed by the Academy of Science in Prague and advised by an international editorial board.

General Manager **Vladimir Tichy** said IDG Czechoslovakia is publishing *Neural Network World* at the request of the Academy of Science. "We decided to publish the journal because we wanted to publish some scientific information from Eastern Europe oriented to Western readers," he explained.

Approximately 1,500 readers from the United States, Germany, Austria and a number of other countries have already subscribed to the English-language publication.

Neural Network World will present theoretical- and applications-oriented scientific papers, letters and information on neurocomputer companies, new products and upcoming events in the field. Featured topics will include neural networks in telecommunications, neuroprocessors, attention and brain function modeling, intercellular communication and multilayer neural structures.

CW Posts Survey Results

U.S. companies spend $200 billion a year on information technology, and yet business executives are still dissatisfied with the results. This was just one of the recent findings in a survey conducted by *Computerworld* of 220 top business executives.

Computerworld Features Writer **Joe Maglitta** reported the findings in his April 29 article, "That Tap-Tap-Tap Sound is Your Boss."

According to Maglitta, "No one does this kind of study. The article has merited national publicity, appearing in such publications as *The Wall Street Journal* and the *Christian Science Monitor*."

The first such study conducted by *CW* in 1989 reported that only 44% of the respondents said they regularly used a PC or terminal. This year, the number shot up to 50%.

While executives can't offer any definitive explanation for the increase, many say they suspect that heavy use by chief financial officers and younger top bosses is pushing the number up.

CFOs reported the heaviest use: 59% use PCs or terminals, followed closely by chief operating officers (58%) and chief executive officers (48%).

TOO BUSY TO LEARN

Findings also revealed that resistance to PC use seems to have dropped down a layer in some organizations. As a result, many pro-PC managers are aggressively encouraging use by senior staff members.

The biggest roadblocks are executives who are unfamiliar with — and possibly afraid of — technology. While other executives feel they are too busy to learn PC applications or don't know how to type.

Nearly nine out of 10 executives said technology played an increasingly important role in their businesses, but less than half said their companys were getting the most from their systems. Even so, nearly three-fourths said they did not plan to change or reduce their spending on information technology.

Calendar 1 2 3

June 13-14
Latin/South American Managers Meeting
Computerworld Product Line Meeting
Caracas, Venezuela

July 9-14
PC World Forum/Moscow
VDNH Exhibition Park
Moscow, USSR

July 15-18
ComNet/WEST
Moscone Convention Center
San Francisco, CA

August 6
EAOC Meeting
Algonquin Club
Boston, MA

August 6-8
PC Windows/Sydney
Darling Harbour Exhibition Center
Sydney, Australia

August 6-9
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

September 3-5
Publish '91
Rosehill Convention Centre
Sydney, Australia

September 23-25
European Managers Meeting
Barcelona, Spain

September 23-24
Macworld Product Line Meeting
Barcelona, Spain

September 25-26
Communications Product Line Meeting
Barcelona, Spain

ExecuTrain Opens Doors In International Markets

IDG's computer software training partner, ExecuTrain, Corp., has become the first U.S.-based PC training firm to expand overseas.

ExecuTrain Founder and President **David Deutsch** signed a franchise agreement with U.K. businessman David Endacott to open 26 ExecuTrain offices in the U.K. and Ireland over the next five years.

ExecuTrain
The Computer Training Leader

Headquartered in central London, Deutsch anticipates a September opening for the first ExecuTrain U.K./Ireland office. ExecuTrain staff members are projecting rapid development of franchises throughout England, Scotland, Wales and Ireland after the initial opening. Other European and some Asian markets are also being considered for expansion possibilities.

In the U.S., ExecuTrain has 43 offices in 27 states and expects to have 96 U.S. locations by the end of 1993.

ExecuTrain specializes in teaching business people to effectively use the latest in computer software through instructor-led training; the company trains some 150,000 people each year. More than 100 courses on the most popular and newly released software are available, including Windows 3.0, Lotus 1-2-3.1, WordPerfect 5.1 and dBase IV.

In May 1991, *Inc. Magazine* named ExecuTrain one of the top 500 fastest-growing, privately held companies in America. It posted $14.5 million in training revenues for 1990. This represents an annual increase of approximately 100% for the second year in a row. The company expects its sales to reach close to $30 million for 1991.

"1990 has been our most successful year ever — in terms of training revenues, franchise growth and number of people trained," said Deutsch. "Companies that invested a lot of money in hardware and software in the 1980's are now realizing the importance of training end users to keep up with technology and to maximize their productivity."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of May. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIVE YEARS
Felicity O'Meara - *Macworld*

FOUR YEARS
Janet Grote - LINK Resources

THREE YEARS
Hay Yuon Kim - *Macworld*
Robert Tasker - IDC
Robert Desautels - IDC
Margaret Konner - IDC

TWO YEARS
Richard Danca - *Federal Computer Week*

ONE YEAR
Mandy Tse-Wong - IDG
Kevin Gravesandy - LINK Resources
Gerardine McKeon - IDC U.K.
Judy Mallman - *InfoWorld*
Christina Ridge - *InfoWorld*
Bob Schnofisch - *InfoWorld*

NW Calls for Comparability Committee

Network World has called for the formation of a special committee to establish standards for audit comparability of circulation data within the networking publishing industry. Members would come from networking publications.

Network World, the industry's fastest growing computer/communications publication, has applied for membership in Business Publication Audit of Circulation (BPA), the most respected auditing service in the business publishing industry. The BPA will follow *Network World*'s circulation and audit the resulting data.

The development of audit comparability standards by a selected committee would assure advertisers get comparable subscriber, business and product breakouts from networking publications. This would enable advertisers to make more informed decisions when buying ad space.

"Presently there isn't a way to accurately compare circulation data from competing networking solutions," said *Network World* and *Computerworld* publisher **Gary Beach**, who is maintaining his *NW* role until his successor is named. "All publications have different qualifications forms with different data measurements. The purpose of the comparability committee would be to resolve this dilemma and establish equitable measurements of circulation figures for all networking publications."

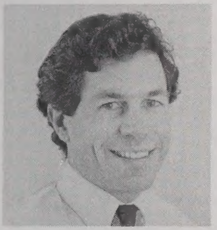
Beach called for all networking publications to join the comparability committee effort, saying the move would be another way to assure advertisers of receiving comparable data about competing publications.

NW is undergoing its initial BPA audit and is working with the U.S. Postal Service to produce an uadit of postal receipts.

Previously, *Network World* worked with the Audit Bureau of Circulation.

Noteworthy!

HONORS



Eckerson

Wayne Eckerson, *Network World*'s senior editor for management strategies, has won the International Communications Association's 1990 Bruce B. Howat Journalism Award for his series on outsourcing. The award is given in recognition of significant contributions to the network industry.

NEW APPOINTMENTS

Copy Editor **Doreen Kan** comes to *Macworld* from T. McBrian Communications, where she served as associate editor for three small publications on travel, fine wine and art. She earned a B.A. in Japanese language and literature from Yale University and enjoys classical and jazz piano.

■ ■ ■

Daniel Boucher has been named *InfoWorld*'s vice president of market services for the East Coast. He recently served as vice president/group publisher for Knowledge Industries Publications, Inc. Boucher has a liberal arts degree and a master's in communications and enjoys family activities, cars and sports.

Also at *InfoWorld*, **Kevin Doerr** is the new Northwest regional manager in charge of sales, account management and development. Doerr comes to IDG from PC/Computing, where he was a district manager. He graduated from Suffolk University with a degree in computer information systems.

Catherine McConville joins *InfoWorld* as national accounts director. She previously handled advertising sales to national accounts for the Prodigy Services Company. She has a B.A. in liberal arts with a concentration in advertising from Pennsylvania State University.

■ ■ ■

Paula DeMeo is an accounts payable data entry operator at IDG's corporate offices in Framingham, drawing on her recent experience in a similar job at Digital Equipment Corp.

■ ■ ■

A new face in IDG Peterborough's single copy sales department is Administrative Assistant **Johanna McMahon**. She comes to IDG from a customer service position with Nelson & Small, Inc. in Manchester, N.H., and enjoys walking and reading in her spare time.

■ ■ ■

Richard Bastas has joined *SunWorld*'s sales team as northwest district manager. He has more than 18 years of display advertising experience, most recently with Cahners Publishing's *System Integration*. Bastas has a B.S. in business management from San Jose State University and enjoys outdoor activities with his wife and two sons.

■ ■ ■

PC World welcomes **Jim Moody**, who will be working in the president's office researching the feasibility of developing an on-line, electronic bulletin board service for the publication. He was previously the manager of user group relations for Borland International. Moody studied Oriental languages and linguistics as an undergraduate at the University of California/Berkeley and returned to earn a PhD. in linguistics and anthropology. Outside the office, he's a singer in bluegrass bands, whitewater kayaker, writer and would-be playwright.

Also at *PC World*, **Bruce Frymire** has signed on as marketing manager. He most recently worked as an account supervisor with Niehaus Public Relations. Frymire earned a B.A. in English from the University of Virginia and attended the business school at the University of Southern California. He enjoys carpentry in his free time.

■ ■ ■

Sharon Ducey is a new programmer with *Digital NEWS*. She attended Bridgewater State College and lists bridge, tennis and aerobics as her leisure activities.

Kyle Nitzsche also joins the *Digital NEWS* ranks as staff writer. Nitzsche was previously with Beacon Communications in the same position. He has partially completed an undergraduate degree and enjoys playing the piano and guitar.

■ ■ ■

IDG Books Worldwide has hired **Shirley Coe** as production editor. She previously designed newsletters, flyers and brochures as a desktop publisher for SRI International. She has a B.S. in psychology from Towson State University in Maryland and enjoys reading science fiction, gardening, badminton and eating chocolate.

Another new IDG Books staffer, **Polly Papsadore**, will be coordinating advertising, direct mail and publicity and maintaining contact with the sales staff in her role as sales and marketing coordinator. She was previously a marketing and communications specialist with The Softbridge Group. Papsadore has a B.A. in history from Middlebury College and in her off hours enjoys running, tennis, skiing and writing.

■ ■ ■

Robert Rubright is the new PC/LAN support specialist for *InfoWorld*, where he's responsible for end user support and training. He recently held a similar post with Alexander & Alexander. Outside the office he can be found skiing, rollerblading and hiking.

■ ■ ■

Wendie Smith is a new telemarketing sales representative for *Macworld*. She comes to IDG from Suburban Publishing Company, where she served as the classified advertising manager. Smith earned a B.A. in English and communications from the University of New Hampshire and enjoys sports and reading.

Do-er's profile

Michelle Wong

- **POSITION**: Administration Manager, *Asia Computerworld*, Singapore
- **WITH IDG**: 3 years
- **PERSONAL**: Married with a seven-month-old daughter
- **SPORTS**: Swimming, aerobics
- **PERSON SHE ADMIRES**: Richard Cleyderman, pianist; Margaret Thatcher
- **DREAM TRIP**: New Zealand
- **HOBBIES**: Cooking, both Chinese and Malay
- **WHY I DO WHAT I DO**: I like coordination work and working with interesting people from all over Asia. I like to see projects come to fruition.
- **WHAT I WISH I COULD DO THAT I CAN'T**: Be frank and honest with people instead of being diplomatic.
- **LATEST ACCOMPLISHMENT**: Organized and coordinated five days of activities in Singapore for the Asia /Pacific Managers Meetings and Product Line Meetings.
- **PROFILE**: "Quiet, efficient, organized, caring and delightful."

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Computerworld Staffs In-House Information Systems Help Desk

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World Expo Corp. Sets For Premiere of ComNet West

- PAGE 4

Macworld Expo/ Europe Features Multimedia Solutions

- PAGE 5

IDG World Update

VOLUME 21, NUMBER 23

JUNE 10, 1991

GamePro Adds Television Show to its Repertoire

After receiving commitments from an impressive number of U.S. television markets, *GamePro* magazine received the go-a-head to start filming *GamePro*, an action-filled Saturday morning program.

Slated to make its national debut Sept. 28, the half-hour show will take the colorful, dynamic characters out of the pages and bring them into readers' homes.

Like the magazine, the weekly show will be devoted to the world of electronic games, encompassing reviews, game tips and strategies on all the latest games and systems. The series is targeted at the more than 60 million home video game enthusiasts in the U.S.

The idea for the *GamePro* series was born in a Los Angeles supermarket when Bob Jaffe of Pye/Jaffe Productions picked up a copy of *GamePro* at the checkout counter. He approached *GamePro*'s staff with his idea for a weekly television series, and in December *GamePro* staff members joined with Pye/Jaff Productions to help shoot the pilot. Production crews worked around the clock during the holidays to finish the initial show.

HEY LOOK! It's GamePro's Blow-Out Anniversary Issue!
GAMEPRO
THE #1 VIDEO GAME MAGAZINE
It's Sonic The Hedgehog!
New For the Genesis. Will He Leave Mario in the Dust?
16-Bit Buyer's Guide!
Plus Reviews on:
TV Sports Basketball
Fatal Labyrinth • Star Control
James Pond
New For Your Nintendo!
Monopoly
Lone Ranger

The pilot was aired in New Orleans at the National Association of Television Programming Executives trade show, and was so well received that within a few months it had been picked up by more than 60% of the T.V. markets nationwide. When the show is aired this September, it will be shown in 78 markets, including 27 of the top 30 markets. Stations airing the program include WABC, New York; KABC, Los Angeles; WGBO, Chicago; WGBS, Philadelphia; KGO, San Francisco; WBZ, Boston; WRC, Washington, D.C.; WJW, Cleveland and WXIA, Atlanta. An estimated six million to eight million kids will be watching each week.

-SEE PAGE 5

Press Release Service Gains a Following

Since its debut last October, the IDG PR Service has caught the attention of information technology vendors and their PR agencies, and business is booming.

The PR Service, a division of IDG's International News Group, solicits press releases about the high-tech industry and transmits them on IDG's electronic mail system. It was created in response to requests from international editors who receive mailed press releases from U.S. companies significantly later than their U.S. counterparts.

"We're pitching the service to vendors and agencies as a simple, cost-effective way to increase a company's global visibility and build market awareness," said Marketing Representative **Lauren Smith**.

Smith explained that the service also benefits any IDG editor, reporter or research analyst who wants to quickly find out about product announcements, licensing agreements and other new developments without sifting through a pile of mail. Interested employees can scan titles of the releases, which appear as the last item on the daily IDG News Service wire, or conduct a keyword search and read the

-SEE PAGE 2

PR Service

- FROM PAGE 2

whole release by accessing the IDG PR Service icon on BusinessTalk's main menu. Each release is stored in the News Service's proprietary database for 30 days.

As part of an introductory promotion, the first 50 words of a company's release are free each week. After the first 50 words, the company is billed 50¢ for each additional word—a charge lower than any other PR wire service that provides international coverage.

Companies have been quick to join the PR Service bandwagon. Hill and Knowlton, Lotus Development Corp., Hayes Microcomputer Products and Texas Instruments are among the clients that together have sent in more than 350 releases. The volume of billed releases has been steadily increasing; currently 34% of all releases to date have been from paying customers.

The service got an extra boost recently by entering into a contract with PR Newswire, the world's largest press communications network. The New York-based firm will sell the IDG PR Service to its customers at a discount and earn a commission from each revenue-generating release it sends to IDG. IDG's service will be part of a new section PR Newswire is setting up called WorldNet High Tech, a communications channel for those who need to reach the global high-tech media.

Lauren Smith

Craig Pierce, the International News Group's vice president of operations, said the PR Service is also negotiating with a major value-added integrator and electronic distributor of news and information for the financial, corporate and consumer markets. This company would receive the PR Service through a direct feed and distribute it to more than one million of their users worldwide. "By utilizing this company, we could uniquely position the IDG PR Service to offer a broad-based dissemination point for our clients," Pierce said.

The service got an extra boost recently by entering into a contract with PR Newswire, the world's largest press communications network.

Links to Business Units

The IDG PR Service can serve as an attractive merchandizing option for IDG business units.

Kelly Conlin, president of IDG's marketing services division, wants to offer the service as part of an incentive plan for clients. International Marketing Services has already helped promote the PR Service—and reinforced the importance of IDG's global network in the process—by including its brochure in the packet of IMS materials sent to prospective advertising clients.

A 20% discount (40¢ per word) is available for sales representatives interested in tying in the service as part of a package for major advertisers. Salespeople have the option of offering their clients the discount directly or offering the service for free and having the PR Service charge the publication at the reduced rate.

CW Launches In-house IS Help Desk

As a result of a service series initiated last November to determine what services *Computerworld*'s employees needed from the Information Systems department, *Computerworld* has implemented an in-house IS help desk.

Linda Nelson, director of the Information Services department at *Computerworld,* recruited an outside consultant to come in as part of the newly launched service series program and evaluate the services the IS department had been providing the employees it supports.

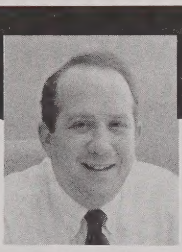
Over a period of four months, seven *Computerworld* IS employees were asked to conduct one-on-one interviews with at least 50 of their in-house customers and find out how they could improve their services. The information gathered was kept confidential, but after the results were in the data clearly stated that users wanted a better vehicle to help communicate their problems, and, more specifically, wanted to reach a live voice when they called in with a problem.

According to Nelson, the department decided to implement a help desk that would be staffed by the IS department on a four-hour rotation basis every day from 9:00 a.m. to 5:00 p.m.

If the client's question requires the person at the desk to visit another area, the individual's problem is keyed into an automated work order system. The caller has a file that is flagged and left open until he is helped. The call will remain flagged until the customer is satisfied. Each week the log is checked and a printed report is thoroughly examined.

According to administrative assistant **Robin Robinson**, "The help desk is a benefit to the whole department. It gives each of us an opportunity to tackle any problem that comes along, and by doing so, we receive a cross-training that wasn't as available as before."

On line



ASK TED

From time to time, "On line" features selected guest columnists. Ted Bloom, IDG's corporate controller, takes a turn this week.

Q As corporate controller, what does your job entail?

A One element of my job responsibilities consists of preparing all financial statements for the domestic subsidiaries of IDG. This includes working with all dimensions of the company, from the publishing operations to IDC and World Expo Corp.

In addition to preparing the statements, I am also responsible for the preparation of the consolidated financial statements of IDG for both the domestic and foreign operations, which includes the consolidation of the income statements and the balance sheets. I also prepare the annual audited financial statements for IDG with our outside auditing firm, Deloitte & Touche.

Q Are there different accounting structures for IDC and IDG?

A The accounting structures for the market research and publishing aspects of IDG are similar, as they are both in the service industry. The major differences are in the IDC accounting system. The accounting is done to reflect the project accounting required for IDC's continuous information services.

The accounting structure for the publishing group, however, is geared more to the setup of the accounting system for the different disciplines that are involved with the publishing of a magazine.

Q What aspects of your job do you enjoy the most?

A Interacting with a variety of departments allows for a very diverse work week. I deal with the group controllers, the credit department, the MIS department, the international controller's office and business managers and publishers throughout the entire company.

I also enjoy working as a member of the IDG Executive Committee. It's exciting to help set the direction and strategy for IDG during the last decade of this century.

Q What is the best excuse you have heard for not meeting a business plan?

A Probably the funniest excuse that I have heard for an operation not meeting plan was when the people preparing the budget forgot to include the salaries of its senior management.

Q Has the move of corporate headquarters to Boston affected your job at all?

A The move of the corporate office to Boston last summer has had very little effect on my job. As a result of the move, I have offices in both Boston and Framingham, and I spend time in both facilities. Also, as a result of modern communications and technology, it is very easy to be able to keep abreast of activities in both locations.

Since I live in Wellesley, which is located between Boston and Framingham, commuting to either office is basically the same. The major drawback is that I have put a lot more miles on my car.

Q What are your interests outside of the office?

A When I'm not dealing with auditors or reviewing financial statements, I enjoy spending time with my family, playing golf and coaching Little League baseball.

Q You have had a long career at IDG. What other positions have you held, and was becoming a controller always in your career path?

A During my tenure at IDG, which began in 1967, I've worked in the mailroom, as credit manager and as assistant to the vice president of finance before becoming corporate controller of IDG in 1976.

My academic training both as an undergraduate and as a graduate student was concentrated in accounting and financial areas, and this has always been the line of work that I've wanted to pursue. I have always enjoyed the accounting and financial aspects of business and I am extremely happy that I chose this business discipline.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Macworld, FCW, Win Publishing Awards

With *Federal Computer Week* and *Macworld* earning top honors, IDG emerged among the big winners of this year's *Magazine Week* Publishing Excellence Awards.

FCW won in the "Government and Civic" trade publications category while *Macworld* edged out *PC World* and three other competitors in the Computing-System Specific category.

IDG tied with Meredith, Penton Publishing, Crain Communications and the New York Times Magazine Group with two awards each, while the Time Inc. Magazine Company carried the day with four awards.

Two other IDG publications participated in the competition. *Computerworld* was a nominee in the Computing-General category and *Network World* was a contender in the Telecommunications and Networking category.

The two-year-old awards are presented for overall editorial excellence and "a publication's ability to distinguish itself by maintaining the highest standards in the definition, recognition and achievement of editorial mission," according to a summary of the judging criteria.

Network World /Computerworld Publisher **Gary Beach,** *inCider/A+* Publisher **Paul Boule** and **Dennis Christensen,** IDG Peterborough's vice president of manufacturing and operations, were among the 32 judges for this year's competition.

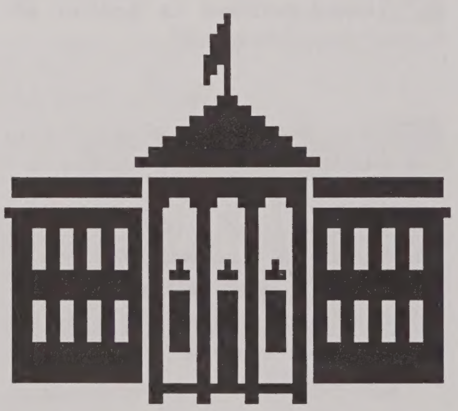
Joined by representatives of some of the 104 publications nominated in the trade category, *Federal Computer Week* Editor Edie Holmes, (front, second from left), accepted *FCW's Magazine Week* award at a ceremony in New York last month.

Campus Recruiting Program Graded a Success

IDG's first formal college recruiting program, launched this spring, achieved its dual purpose: promoting the IDG name at prestigious universities and hiring well-qualified individuals.

Corporate Human Resources teamed up with division HR directors **Richard Willoughby** (*PC World*), **Susan Perry** (*Network World*) and **Elaine Ouellette** (IDC) to organize and carry out the program. The IDG representatives visited graduate business students at MIT's Sloan School, undergraduate business students at Harvard University and Stanford University and graduate and undergraduate journalism students at the University of California/Berkeley.

"IDG is always on the lookout for great talent," said Corporate Human Resources Director **Martha Stephens.** "Often that talent exists within the operating companies, which is apparent by the many jobs that are filled each year through internal transfers and promotions. The college recruiting program is just an extension of our search for talent."



The recruiters interviewed approximately 50 students, and many more saw IDG announcements and job descriptions in student newsletters and flyers. Each placement office at the participating schools now has a file on IDG that includes typical job opportunities, the IDG brochure and corporate story video.

As a result of the program to date, *PC World* hired two students from Harvard and one from Berkeley, and IDC hired one student from MIT as a part-time intern. Several candidates were referred to other business units. "We've been very pleased with the quality of these new hires," Stephens said.

Stephens added that she hopes more business units will participate in next year's program. Interested managers should contact their Human Resources directors soon to get on the schedule, since spring recruiting dates must be arranged early this fall.

The IDG Exchange Program: Your Key to New Adventures

Whether you live in Sydney, San Francisco, Stockholm or anywhere in between, now's the time to start planning your summer/winter vacation. Need some ideas? Perhaps the IDG Exchange Program can help.

The program is a three-part leisure travel program for IDG employees and their families (see box). Employees can choose to send their children to the home of a colleague in another country for school or vacation. Families or individuals can stay with host employees while traveling or swap homes for simultaneous vacations in each other's country.

The Exchange Program is managed by the staff of *IDG World Update* and promoted through the newsletter. The staff compiles the application information from employees and periodically circulates a master list of participating employees (see enclosed). Individuals are responsible for contacting each other and for all accommodations and travel or school arrangements.

Interested employees who haven't already signed up can fill out the application on the back of this insert and return it to *IDG World Update*. Hosts and travelers from outside the U.S. are needed in particular. Colleagues who agree to an exchange of any kind should contact *World Update*. News about your adventure will be the best possible advertising for the program!

* * *

Three Ways to Participate

YOUTH EXCHANGE:
Children of IDG employees age 14 and older are eligible to stay up to six months in the home of another IDG employee. This would provide sufficient time for the youth to attend a semester of school in the foreign country, if desired, achieve considerable practical skill in the local language and experience the local culture.

FAMILY/INDIVIDUAL EXCHANGE:
IDG employees and their immediate families (spouse and children) are elegible for a program that would arrange for IDG employees to host visiting colleagues in their homes. These visits would be for a maximum of two weeks.

HOME EXCHANGE:
IDG employees can exchange homes for a period of up to several weeks so that each can vacation in the other's country inexpensively.

Turn the page for a current list of participating employees and application information.

IDG Exchange Program
Mast[illegible] Li[illegible] of Participants
Updated June 4, 1991

Name	Age	Title/Company	Location	Phone number	Fax number	Would you like to host? Who?				Want your child to travel? Where?	Want self/family to travel? Where?	Interested in home exchange? Where?
						Youth	Family	Couple	Individual			
Mette Soeborg	37	Analyst/IDC Scandinavia	Copenhagen, Denmark	45-31-18-63-44	45-31-18-44-48	yes 1992	no	no	no	UK, France	no	yes 1992 UK, France
Philippa Grattan	48	Advertising/IDG Auckland	Auckland, New Zealand	64-9-779-902	64-9-774-604	yes	no	no	yes	no	any country	any country
Jane Duval		Advertising Sales Mgr/PC World NZ	Auckland, New Zealand	09-779-902	09-774-604	no	yes	yes	yes	no	no	no
Tina Olschlager	43	Advertising Manager/IDG Germany	Munich, Germany	49-89-36086116	49-89-36086195	yes	no	no	no	yes	no	no
Yoshi Kawashima	43	Account Executive/IDC Japan	Tokyo, Japan	81-3-3264-3179	81-3-3264-3150	no	no	no	no	USA	USA, Europe, USSR, Australia, HK	no
Laura Janney	32	Editor/Asia Computerworld	Hong Kong	852-861-3238	852-983-0958	no	yes	yes	yes	no	USA West Coast, Western States	USA West Coast, Western states
Eva Sparr	29	Editor/Computer Sweden	Stockholm, Sweden	46-08-665-0842	46-08-662-7302	no	no	no	no	no	no	Europe, USA
Paul Leeman	29	Senior Sales Executive	London, England	071-831-9252	none listed	no	no	no	no	no	Japan, Hong Kong, USA, Australia	no
Janel Breckenridge	45	Receptionist/IDG Communications	Sydney, Australia	612-439-5133	612-439-5512	no	no	no	yes	no	UK, USA, Sweden	no
Mary Dolaher	27	Executive Assistant/IDG Headquarters	Boston, MA	617-534-1200	617-262-2300	yes	no	no	no	no	no	no
Claudia Smukler	36	Production Manager/Macworld	San Francisco, CA	415-243-0505	415-442-0766	yes	yes	yes	yes	England, France,Austral	Australia, UK, France, Denmark, USSR	Australia, UK, France, Denmark, USSR
Caryn Dlott	30	Account Executive/CW	Framingham, MA	508-820-8131	508-872-8564	yes	no	no	yes	no	any country	any country
Lloyd Cohen	37	Director, Market Analysis/IDC	Framingham, MA	508-935-4333	508-935-4015	no	no	no	no	no	no	any country
Wayne Eckerson	32	Senior Editor/Network World	Framingham, MA	508-875-6400	508-820-3467	no	no	no	no	no	no	Europe
Delia Quartey	29	Circulation Manager/InfoWorld	Menlo Park, CA	415-328-4602	415-329-3584	no	no	no	no	no	Europe, Africa	no
Robin Robinson	36	Administrative Assistant/CW	Framingham, MA	508-820-8131	508-872-8564	no	no	yes	no	no	any country	no
Carol Czyzewski	32	Events Manager/InfoWorld	Menlo Park, CA	415-328-4602	415-328-1049	yes	no	no	yes	no	no	UK, France, Spain, Germany, anywhere
Tracie Seder	21	Editorial Assistant/Network World	Framingham, MA	508-875-6400	508-820-3467	no	no	no	no	no	Australia	no
Shelley Bakst	38	Marketing Consultant/IDC	Framingham, MA	508-872-8200	508-935-4015	no	yes	yes	no	no	any country	any country
Barbara Boyd	25	Info. Services Associate/Publish	San Francisco, CA	415-546-7722	415-442-0169	no	no	no	no	no	Italy	Italy
Stephanie Beach	46	Ass't Distribution Manager/InfoWorld	Menlo Park, CA	415-329-3508	415-329-3584	yes	yes	yes	yes	Europe, Australia	any country	any country
Terri Edelman	32	Executive Assistant/Macworld	San Francisco, CA	415-243-0505	415-442-0766	no	no	no	no	no	no	any country
Paula Foss	40	Circulation Art Director/CW	Framingham, MA	508-879-0700	508-872-2915	no	no	no	no	no	France	no
Judy Sutter	52	Senior Account Manager/PCWorld	Atlanta, GA	404-394-0758	404-255-5123	no	no	yes	yes	no	Europe, Israel,USSR	Switzerland, UK, France,Scandinavia, Spain
Lee Doyle	29	Manager LAN Research/IDC	Framingham, MA	508-872-8200	508-935-4397	no	no	no	no	no	Europe, Asia	Europe, Asia
Barbara Hill	33	Classified Advertising/Network World	Framingham, MA	508-875-6400	508-820-3467	no	yes	yes	yes	no	Switzerland, Germany, Austria	Switzerland, Germany, Austria
Yvonne Lee	30	Senior Writer/InfoWorld	Menlo Park, CA	415-329-3508	415-329-3584	no	no	yes	yes	no	Europe, Japan	any country
Peter Burris	31	Director IBM Advisory/IDC	Framingham, MA	508-872-8200	508-935-4015	yes	no	no	yes	no	any country	no
Linda Miller	24	Account Coordinator/Network World	Framingham, MA	508-875-6400	508-820-3467	no	no	no	no	no	Germany, Australia, Scandinavia	no
Bill D'Alessandro	42	Publisher & Executive Editor/IEG	Amherst, NH	603-673-0471	603-672-2035	no	no	no	yes	no	Europe	Europe
Jill Halbert	25	Account Executive/CW	Irvine, CA	714-261-1230	714-250-4881	no	no	yes	yes	no	Europe	Europe
Donald Best	36	Director, Consulting/IDC	Iselin, NJ	908-632-9222	908-632-9219	yes	yes	yes	yes	no	UK, France, Italy, Netherlands, Asia	UK, France, Italy, Netherlands, Asia
Jim Nash	29	West Coast Correspondent/CW	Burlingame, CA	415-347-0555	415-347-6831	no	no	no	no	no	no	China, Japan, Germany, Australia, Argentina
Tracy Smith	23	Admin. Sales Assistant/Publish/CW	Irvine, CA	714-833-3905	714-250-4881	yes	no	yes	yes	no	any country	no
Patricia O'Rourke	27	Q.A. Coordinator/Network World	Framingham, MA	508-820-7440	508-879-3167	no	no	no	yes	no	Australia, Japan, Africa, Norway,NZ,S.Am.	Australia, Japan,Africa,Norway,NZ, S. Am.
Greg Cline	30	Program Manager/Info. Strategies Gr.	Vienna, VA	703-893-0833	703-356-3111	no	no	no	no	no	any country	any country
Sarah Bertacchi	26	Graphics Editor/InfoWorld	Menlo Park, CA	415-328-4602	415-328-1049	no	no	no	no	no	Spain,UK,NZ,Singapore, S.America, Australia	no
Margaret Brown	51	Director of Marketing/IDG Comm.	Peterborough, NH	603-924-0248	603-924-9384	no	yes	yes	yes	no	no	no
Meghan O'Leary	28	Senior Writer/CIO Publishing	Framingham, MA	508-935-4733	508-872-0618	no	no	no	no	no	Italy, France, UK	no
Brian Clarke	22	PC Pricing Analyst/IDC	Framingham, MA	508-935-4765	508-935-4015	no	no	yes	yes	no	Europe	no
William Thompson	46	Advertising Manager/Macworld	Rochelle Park, NJ	201-587-0090	201-712-0240	yes	yes	no	no	Spain,Switzerland	Switzerland	any country
Doug McLeod	32	Editor/Computer Industry Report	Framingham, MA	508-935-4760	508-935-4015	yes	no	no	no	no	Europe, Asia, Africa	Europe, Asia, Africa
Patricia Smith	32	News Editor/International News Grou	Boston, MA	617-423-9030	617-423-0712	no	yes	yes	yes	no	no	no
Diane Maguire	24	Ad Sales Representative/IDGC	Peterborough, NH	603-924-0245	603-924-9384	no	no	no	no	no	France, Switzerland	no
Carol Spach	38	Circulation Director/CW	Framingham, MA	508-820-8131	508-872-2915	no	no	no	no	no	no	France

IDG Exchange Program

Application

Please indicate your preferences for hosting and/or visiting in the spaces provided below. Your information will be added to a master list of interested IDG employees.

Name ______________________ **Business Unit** ______________________

Phone # ______________________ **Title** ______________________ **Age** ________

Fax # ______________________

What languages do you speak? ______________________

Please indicate name, age and sex of each member of your household.

____

____

YOUTH EXCHANGE

Hosting:

Would you like to host a youth? **Yes** **No**

If yes, for how long? ______________________

Preferred age range? ______________________

Boy? ________ **Girl?** ________ **Either?** ________

Traveling:

Would you like your child to travel? **Yes** **No**

Interested in school option? **Yes** **No**

Preferred destination(s)? ______________________

FAMILY/INDIVIDUAL EXCHANGE

Hosting:

Interested in hosting? **Yes** **No**

Family? ________ **Couple?** ________ **Individual?** ________

How long would you like to host? ______________________

Traveling:

Interested in traveling? **Yes** **No**

What countries would you like to visit? ______________________

Approximately how long would you like to visit? ______________________

If you have children, would they travel also? **Yes** **No**

HOME EXCHANGE

Would you exchange homes with another family? **Yes** **No**

Approximately how long would you plan to travel? ______________________

What countries would you like to visit? ______________________

Please return the completed form to IDG World Update, 41 West St., 8th floor, Boston, MA 02111 USA, or fax it to (617) 423-0712. Have questions? Call Deborah Butler or Patricia Smith at (617) 423-9030, or send inquiries via BusinessTalk to D.Butler or P.Smith.

Human Resources News

NEW POSITIONS THIS WEEK June 10, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

STAFFING/PERSONNEL INTERN (IDG)

3 month internship in the Human Resources Department responsible for supporting recruiting activities including sending response cards, routing and filing resumes, applicant correspondence, and phone screening. Other duties include coordinating new employee materials, and other employee relations projects as assigned. Candidates should have good communication and organizational skills. Computer skills are a plus.

ADMINISTRATIVE ASSISTANT (WEC)

Responsible for inputting copy, proof reading, covering telephones, coordinating in-house mailings, updating promotion budgets, and assisting with research for media schedules. Also responsible for placing ad insertions, trafficking ad materials, and other clerical duties as assigned. Candidates should have excellent communications skills, an ability to work in a deadline oriented environment, 2 plus years office experience, and word processing skills. Lotus 1-2-3 is helpful.

PUBLIC RELATIONS INTERN (WEC)

Responsible for writing news releases, maintaining press database, tracking press article clippings, providing information to our public relations agency, and assisting in various marketing projects. Candidates should have a general knowledge of Public Relations practice, strong writing and verbal communications skills, knowledge of word processing and databases, and the ability to work with minimal supervision in a deadline-oriented environment. This position requires 25 -30 hours per week for 6 months.

DIRECTOR, UNIX SERVICE (IDC)

Responsible for all continuous service and pertinent consulting activities as they relate to the Unix Hardware Program. Primary responsibilities include managing written research process, directing research staff, supporting/interfacing with customers, supporting sales force, and developing and executing on strategic plan for the Unix Program.

MARKETING DIRECTOR (DNP)

Responsible for marketing strategy, long-term planning, and development of overall marketing programs for a $10 million bi-weekly newspaper servicing 97,500 VAX owners and mangers. Will oversee a budget of more than $2.5 million and supervise two direct-report managers. Candidates must have strong budget development and management skills, primary research and analysis skills, and a keen sense of strategic thinking and planning. Requires a degree plus 4-5 years success in marketing management.

ELECTRONIC TYPOGRAPHER (PCW)

Responsibilities include creating and maintaining typographic standards, entering copy dept. changes, maintaining queues on servers, downloading and stripping type to ASCII or bulletin board service, and traffic coordinator for type and design elements. Requires 2 years typesetting skills and an understanding of electronic typography.

ELECTRONIC PUBLISHING SYSTEM ADMINISTRATOR (PCW)

Responsible for software support for Macintosh applications, on line service and diagnostics, phone support, interface with service bureaus re: postscript problems, network administration for Ethertalk/Appleshare. Requires 3 years experience with Macintosh applications and page layout familiarity. Programming skills are a plus.

ASSISTANT RESEARCHER (CWPI)

Responsible for collecting and organizing data for the product charts that appear in Product Spotlight twice a month. Candidates must have good organization and time management skills, attention to detail, an ability to juggle many tasks, aptitude for phone research and ability to absorb and understand information about a variety of technologies. Requires a bachelor's degree and at least one year of journalistic or research experience. Familiarity with the Macintosh is desirable.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CW	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: June 10, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG	Staffing/Personel Intern	Framingham, MA	B. Buma	(508)935-4355
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	J. Dandison	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Production Assistant	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Managing Editor, Features	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LOTUS	Copy Editor	*LOTUS*, Cambridge, MA	A. Kremers	(617)225-6822
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Research Analyst, Int'l Plan.Svcs.	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager	Framingham, MA	A. Palermo	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sales Account Manager	*PCWorld*, Natick, MA	B. Ostrow	(508)879-0700
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)9783264
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Mades	(415)978-3315
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Senior Writer	*CWPI*, Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Assistant Researcher	*CWPI*, Framingham, MA	M. Brandel	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Communications Networks West On Track for July Premiere

Plans are well under way for the premiere of Communications Networks West (ComNet West), a communications-specific show targeted to West Coast and Pacific Rim network users. The show is produced by World Expo Corp. and will take place July 15-18 at the Moscone Center in San Francisco, Calif.

COMMUNICATION NETWORKS West

Modeled after the successful ComNet show in Washington D.C. that is now in its 14th season, ComNet West will feature a comprehensive conference program that includes 80 seminars and tutorials and a world-class exhibition of more than 170 leading vendors of voice and data communications equipment and services.

The show is expected to attract more than 10,000 attendees.

One carryover from the Washington show will be the new product directory. Fifty-two never-before-released products will be announced at ComNet West. **Christine Krajewski**, WEC's marketing coordinator, said she has had a great response from companies that want to be included in the directory, which will devote one page to each new product.

Mark Baker, president and CEO of BT North America, will deliver a keynote address on globalization of intelligent networks and its impact on lasting network solutions. The San Jose, Calif.-based company owns and operates the TYMNET Global Network, the world's largest international value-added network, which operates more than 4,500 nodes worldwide.

Baker will outline what intelligent networks are and discuss the issues network managers face in deploying these networks on a global scale. He will also review technical and regulatory influences affecting the market as well as the significance of inter-carrier relationships and cooperation.

World Expo will introduce the theme of its new ad campaign for all ComNet shows, "The Ultimate Communication Network," in the ComNet West program guide. Within the next 12 months, ComNet will premiere in Tokyo (December 18-20) and return to Washington (January 27-30, 1992) and Seoul (February 12-15, 1992).

GamePro

-FROM PAGE 1

"We are very excited about the many opportunities presented by a television project of this scope," said *GamePro* Publisher **Pat Ferrell.** "We have been working toward this goal for nearly two years, and we feel extremely confident in both our partners and our product. Television will be the medium by which we can continue to publicize the best in the video game arena to a much broader audience."

GamePro was designed to be as fast-paced and exciting as the video game market it covers, keeping its viewers involved and interested. The program will use a special "ultramatte" system in which video game screens are projected larger than life in living rooms across the U.S.

The *GamePro* magazine staff will be responsible for the show's cutting-edge content, covering the hottest video games, accessories and hardware on the market.

Distributed by Samuel Goldwyn Television, the series will begin production July 1 at the KCRA/TV studios in Sacramento, Calif. An initial 26 half-hour episodes will be produced.

Calendar 1 2 3

JULY 9-14
PC World Forum/Moscow
VDNH Exhibition Park
Moscow, USSR

JULY 15-18
ComNet/WEST
Moscone Convention Center
San Francisco, CA

AUGUST 6
EAOC Meeting
Algonquin Club
Boston, MA

AUGUST 6-8
PC Windows/Sydney
Darling Harbour Exhibition Center
Sydney, Australia

AUGUST 6-9
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

SEPTEMBER 3-5
Publish '91
Rosehill Convention Centre
Sydney, Australia

SEPTEMBER 23-25
European Managers Meeting
Barcelona, Spain

SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

SEPTEMBER 25-26
CW Product Line Meeting
Barcelona, Spain

OCTOBER 8-10
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

Macworld Expo/Europe Celebrates Fifth Year

Celebrating its five-year anniversary, last month's Macworld Expo/Europe at the Amsterdam RAI Conference and Exhibition Center opened its doors to over 18,000 attendees during the three-day show.

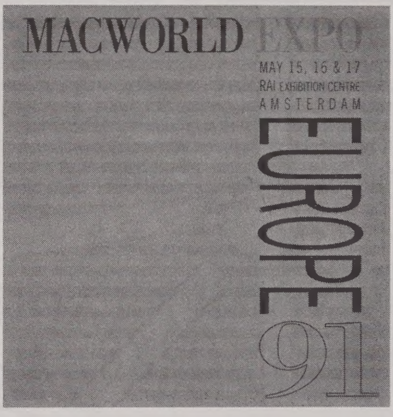
Attendees could visit more than 100 booths offering solutions for their company's automation systems.

Show organizers put an extra accent on multimedia solutions. Many of the exhibitors demonstrated integrated media applications that ranged from HyperCard and related applications to digital video based on advanced video-compression techniques.

WALL TO WALL DEMONSTRATIONS

With the aid of Radius TV, a demonstration news program was taped at the expo and transmitted to monitors on the show floor and to a video wall in the entrance hall.

According to Netherlands World Expo Show Organizer **Peter Braam**, a new addition to this year's show was the MatchMaker business finder program. Macworld Expo organizers worked closely with Apple Computer to create an expansive compact disc database that is designed to unite manufacturers with resellers, distributors looking for developers — just about any combination of businesses looking for businesses imaginable. The CD also provided free space for all exhibitors and carried information from software demos and shareware to catalogs and price lists.



Braam also noted that one of the big hits during the show was Apple's demonstration of System 7, the new operating system for the Macintosh. During the demonstration visitors were among the first to see new versions of major software applications made for System 7.

Areas of keenest interest were networking and communications, desktop productivity, and electronic publishing solutions for the Macintosh platform.

Noteworthy!

PROMOTIONS

Bonnie O'Connor has been promoted from marketing coordinator to account manager for World Expo Corp. (WEC). In her new role she will be handling the promotion of SunWorld Expo, a new WEC event covering key issues, products and services in the Sun Microsystems workstation/server market.

O'Connor will continue in her role heading promotional efforts for the ComNet International series and PC Forum/Moscow, and will also continue to write press releases and newsletters for the Macworld Expo International promotion.

• • • •

Jim Brown has been promoted from data communications editor to managing editor, features, at *Network World*. Among other skills, he brings to his new position his unique ability to convey simply the complexities of technology. Brown will work with the features team in soliciting and editing articles, drafting strategy and working with writers and *Network World's* test groups.

NEW APPOINTMENTS

There are two new faces at Lotus Publishing Corp. this week. **Tracy Mayor** joins *Lotus* as associate editor, reviews. She will be responsible for managing and editing all new product and review information. Mayor arrives from her previous position as software editor at *PC Week*, where she managed a reporting staff of five She received her BA from Ithaca College and enjoys writing fiction in her spare time.

Greg Folsom signs on at Lotus Publishing Corp. as system administrator, where he will be in charge of network, hardware and software support. He was most recently a technician with Lotus Development Corp., where he repaired hardware, maintained networks and configured software. Folsom has a degree in electronics, and lists among his interests golf, working on cars, sun-filled vacations and shopping for his house.

• • • •

Installed Technology International (ITI) also welcomes two new employees. **Kevin Terra** and **Sandra J. Piper** have come aboard as market research associates. They will perform data entry and telephone interviews. Terra graduated in May from Southeastern Massachusetts University with a B.S. in marketing and enjoys skiing, golfing and boating. Piper graduated from Worcester State College and likes water- and snowskiing, scuba diving and travel.

RELOCATION

SunWorld Publisher **Roger Strukhoff** has relocated from IDG Peterborough to the publication's West Coast offices in Redwood City, Calif.

IVAL
D II
IDG
e another
alk with us.

On Sunday, June 2, approximately 50 IDGers walked in the 6.5 mile From All Walks of Life and raised $15,000 for the AIDS Action Committee. Pictured from (L) are Marion Kibbee, IDGHQ; Mary Cornetta, Human Resources; Helene Lansberg, IDGHQ; employee friend; Donald Young, IDGHQ; Loel Westerman, List Services; employee friend; David Sanders, *Computerworld* and IDG President Walter Boyd.

Issues of Note

Each month, one issue of *IDG World Update* is devoted to a single topic on any subject that relates to IDG's scope of operations.

Upcoming special issues are:

- **Marketing (June 17)**
- **Circulation (July 22)**
- **Photo Bloopers (August 19)**
  ATTENTION READERS: We need your help! If you have any funny photographs of current IDG employees—at meetings, shows, or company outings—send them, with captions, to *World Update* by July 26. Photos will be returned only upon request.
- **Organizing a Show (September 16)**

The *World Update* staff contacts country directors and department managers for background information for the special issues. However, all readers are welcome to suggest ideas for stories or other special issue themes. Just contact Deborah Butler or Patricia Smith at (617) 423-9030, fax (617) 423-0712.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS
Eileen Willsea - ITI U.K.
Debbie Waters-Colacchio - IDGHQ

SEVEN YEARS
Doug Barney - IDG Peterborough

SIX YEARS
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

FIVE YEARS
Patrick Kittler - IDG Germany
Dagmar Batschat - IDG Germany
Sophie Bensimon - IDG Denmark
David Harmer - IDG U.K.
Martin Hingley - IDC U.K.

FOUR YEARS
Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany
James Pernock - Network World
Judy Dandison - World Expo
Bob Carrigan - *Digital NEWS*

THREE YEARS
Susan Petrie - IDGHQ
Rebecca Williamson - IDC
Kristine Benoit - Lotus Publishing

TWO YEARS
Ursula Knaus - IDG Germany
John Long - *FCW*

ONE YEAR
Martin Hall - IDG Peterborough
Christina Torneman - IDC Sweden
Steve Fontaine - IDC
Linda Emery - IDC
Rebecca Boswell - IDC
Clare O'Brien - *Network World*
David Webb - *Digital NEWS*
Delia de Planchart - IDG Venezuela
Ross Sinha - IDG U.K.

Marketing Newsletters Keep Clients Informed

Many of the marketing departments in various IDG business units have found newsletters to be an effective means of keeping close to advertisers and trade show exhibitors.

The size, shape and frequency of the publications vary, but each newsletter essentially serves the same purpose: keeping clients informed about rate information, editorial plans and business unit activities in the marketplace.

Kimberlee Luedee, *Macworld*'s marketing communications manager, said that her quarterly newsletter, "MW," "helps promote and instill a sense of confidence in *Macworld*'s abilities as a marketing partner to the marketing professionals in our industry." The spring issue featured interviews with the Apple executive responsible for working with commercial software developers and the director of media planning at a prominent U.S. advertising agency. Luedee invites readers to suggest topics for articles and the type of market data they most need to make their ad buying decisions. "'MW' is meant to position us as leaders in the field that advertisers can turn to," she said.

MACWORLD
MW

AMIGAWORLD
March/April 1991
VOL. 5, NO. 1
OUTLOOK

A recent issue of another marketing newsletter, the bimonthly "AmigaWorld Outlook," featured a front page message from Publisher **Steve Robbins** about *AmigaWorld*'s purchase of *AmigaPlus* in January and the benefit these new subscribers bring to advertisers. The six-page, two-color newsletter also included a trade show calendar, information on new mechanical requirements for ads to conform to *AW*'s narrower page width, and a report on *AW*'s increasing circulation.

AmigaWorld also capitalizes on Commodore's less-than-intimate relationship with Amiga resellers by producing a bimonthly "Dealer Report." Edited by Marketing Coordinator **Laura Livingston**, the 28-page newsletter features new product information and articles about innovative sales and marketing strategies authored by fellow Amiga developers. The newsletter also updates dealers on other *AmigaWorld* products, such as the *AmigaWorld* Video Library and new Amiga reference guides published by IDG Books Worldwide. Earlier this year, the "Dealer Report" also started to run vendor ads as well as IDG Peterborough house ads.

SunWorld
MAY 1991
Volume 2 • Number 4
U·P·D·A·T·E

Elsewhere at IDG, *Computerworld*'s sales and marketing departments teamed up this year to launch "The Inside Page," a newsletter that serves as a window to the inner workings of *CW*'s editorial and marketing departments. The four-page, four-color tabloid is sent out approximately every six weeks to 4,500 professionals in public relations, marketing and marketing communications.

World Expo Corp. has been on the newsletter bandwagon since the early 1980s with two publications. "Hotline" keeps Communication Networks (ComNet) exhibitors informed about show progress and "Link Up" attracts attendees by featuring updates on the conference program and exhibition.

Last year, WEC introduced the Macworld Expo newsletter, "International Exposé." Modeled after Mitch Hall's "Exposé" newsletter for Macworld Expo exhibitors at North American shows, WEC's version is geared to exhibitors at Macworld Expo's worldwide shows. The publication offers highlights from past shows and news about the progress of upcoming events.

INTERNATIONAL
Exposé
The MACWORLD Expo Newsletter
Spring 1991

WEC recently launched "ComNet International News," a newsletter directed to prospective exhibitors for ComNet International events. The May issue featured an article by **Kim Myhre**, IDC's senior vice president for worldwide consulting, on the dynamic global networking market.

Each international newsletter includes a coupon that can be returned for additional attendee or exhibitor information for any of the shows in the series.

IDC
INTERNATIONAL DATA CORPORATION
Market Interface
A Continuing Report on the Information Processing Marketplace
April 30, 1991

In a bid to keep in touch with current customers and attract new ones, IDC Framingham recently reinstituted a monthly promotional newsletter, "Market Interface," that describes newly published IDC reports on the information processing marketplace.

Outside the U.S., marketing director **Stefan Schroth** of IDC Germany has included a newsletter in his marketing strategy for the past several years. In addition to promoting new reports, he often builds an issue around one specific topic. At IDC U.K., Marketing Executive **Mark Buffett** recently launched a quarterly newsletter in part to advance the image of IDC U.K. as opinion leaders. It also includes a questionnaire/coupon that Buffett uses to update his database.

Putting Together a Marketing Campaign

IDG World Update ***asked Dan Orum, Macworld's vice president of marketing and circulation, to share some views on how to put together a marketing campaign.***

WU: How do you begin to shape a marketing strategy?

Dan Orum

DO: When putting together a marketing campaign it is essential you start out by brainstorming. Brainstorming sessions are a good foundation for sharing ideas and understanding your product. It's very important to communicate with and involve the various departments of the magazine. Anytime marketing is done in a bubble you create a dangerous situation by getting caught up in what *you* think is necessary.

Good marketing also requires a lot of input from customers. You need a solid understanding of how the market perceives what your strengths and weaknesses are. When you listen to their perception of what's happening on the outside, you learn how to be effective on the inside. It's really critical to be on a constant fact-finding mission and know what's being expressed in a marketplace.

WU: What's the next step?

DO: Once you've established your strengths and weaknesses, you must look for areas that are key to your product. These can be editorial quality, international opportunity, value-added services and doing things the other guys don't do. When you market those core areas they feed back to the strengths of the magazine, and make the difference against the competition. Once you've established your core goals, you must try to tie everything back together. Try to establish a market mission statement. That key phrase can be the one thing that everything in marketing turns on. *Macworld*'s is "Bringing buyers and sellers together." That phrase must encompass the key areas you want to promote; it's part of pulling the whole program together.

Once you have that phrase, it is important to begin implementing the final program. This is searching out input from a lot of areas. Discuss marketing issues as they pertain to your publication. Review campaigns. At *Macworld*, we have created a marketing council that consists of our editor in chief, vice president of sales, director of manufacturing, director of research, president/publisher and vice president of marketing and circulation. This is a forum for everybody to meet once a month and bring ideas to the table. Our strategy is to market the magazine and try not to see it as just an adjunct to sales. We try to take a broad perspective and remember that we are not here just to generate pages. Final decisions and steps are hammered out by the vice president of marketing and circulation and the president/publisher.

> **It's very important to communicate with and involve the various departments of the magazine.**
>
> **- Dan Orum**

WU: How do you prepare for marketing growth strategies?

DO: Again, it's important to include all the people involved. For example, if you want to increase your circulation rate base, you bring in the people involved. It all goes back to the think tank idea. You have to decide how you want to position your product, vis-a-vis the competition. Once the decision is made, then you move into an action plan.

From a marketing standpoint it is essential to sustain the message. Don't target clients all at once. Putting the word out with letters from the president, media kits, press releases and newsletters in a timely matter keeps the message coming across. Keep repeating the message every one or two weeks. Trade shows are critical. They attract a concentrated group of the most desirable business buyers in the industry and satisfy a need to have a focal point where you can provide extra information to your customers.

WU: How do you reinforce the name of your publication in the marketplace?

DO: Press relations efforts are certainly the way to go. We try to get *Macworld* synonymous with Macintosh. Certainly, when you have an area that is gaining attention on its own, you try to take advantage of the situation. For example, the ELF [electromagnetic field] coverage last year merited national attention. When *The Wall Street Journal* put the ELF story on the front page, toting the tag line, "Macworld, the Macintosh magazine," that's priceless as far as image. And that's why tag lines are so important.

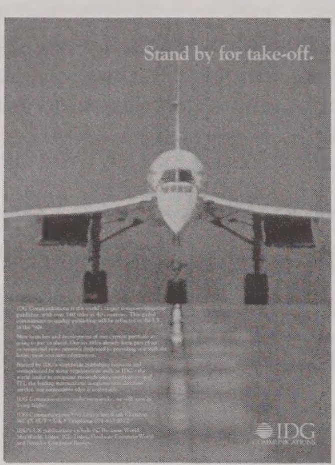
WU: How do you balance advertising and direct mail?

DO: It's key that you understand your market. Advertising [in publications] is a very broad marketing tool, and direct mail allows you to be very concise when dealing with a small market. You can control and target exactly who you want to talk to in most cases. We've found that a three-dimensional piece of direct mail, a device that someone can pull out and play with, is particularly effective when you're dealing with a media planner who gets 10-15 pieces of direct mail a day. We try to lead them into the piece, and give them something that is out of the ordinary.

Promotions

-FROM PAGE 1

IDG U.K. OFFERS A WING OF A DEAL



IDG U.K. recently used two unique marketing promotions to boost the ranks of its advertisers and subscribers. In the first, to alleviate the problems the *PC Business World* sales force was experiencing in getting appointments with potential key clients, they produced a replica of a Concorde airline ticket. In order to be included in a grand prize drawing, the pseudo Concorde ticket had to be filled out and returned to a salesperson. The grand prize winner was awarded a round-trip flight on the Concorde, concluding with a trip on the Orient Express. The impact of the promotion was phenomenal. Prospects clamored to enter the drawing — providing IDG U.K. with a fresh list of key prospects.

For Macworld Expo in Birmingham, IDG U.K. General Manager **Terry Chellew** masterminded a promotion designed to attract potential readers to *PCBW*. Under the theory that people visit computer shows to see the latest in PCs, not publications, Chellew nixed the big magazine displays and instead attracted visitors with a completely networked computer hardware arrangement. The central piece of hardware was Apple's newly launched low-cost printer, which printed out IDG U.K. subscription promotion material, and, on a daily basis, offered a prize drawing of one of the new low-cost printers. According to Chellew, the response was exceptional, and as a result IDG U.K. generated over 600 new subscribers during the two-day show.

SKY-HIGH SURVEYS AND SPONSORSHIPS

The staff of *Le Monde Informatique* once used helicopters to lure representatives from classified advertising agencies to the presentation of several new research surveys. Six helicopters, each decorated with the *Le Monde Informatique* logo, collected the guests at an early morning rendezvous in Paris and whisked them to a nearby chateau for the unveiling of the surveys' results. Everyone returned to Paris later that day following a luncheon in the chateau.

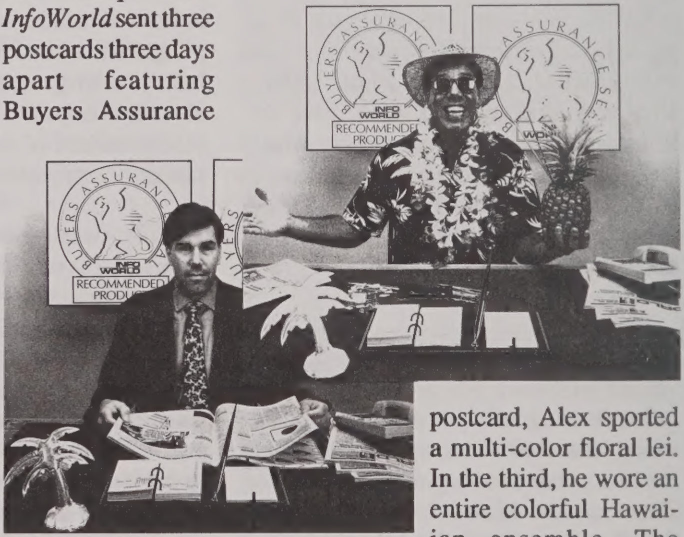
IDG France serves as the sponsor of numerous sporting events each year around Paris, including squash, tennis and golf tournaments. The office also sponsors a yacht in the Coup A L'Afin, a race with more than 100 boats, many of which are sponsored by major computer companies.

A MEMORABLE MAC MOCKERY

One of the most memorable promotions to roll out of IDG Switzerland was the April Fools' joke the editors played in their April 1, 1991 issue of *Macworld Schweiz*. An announcement was made that a demo model, the Macintosh PP series, was being launched ("PP" standing for "Plug and Play"). The story went on to explain that this new Macintosh was the cheapest ever because buyers would build the machine themselves. Adding to the believe-it-or-not value, the editors included a diagram on how to assemble the Macintosh PP series in six easy steps. As a result, there were some pretty confused Swiss dealers and the phone at the Apple distributor rang off the wall. Readers wrote letters and phoned IDG Switzerland requesting more information on the do-it-yourself Macintosh and were disappointed to find it didn't really exist. *Macworld Schweiz* may have only been in circulation for six months, but there's no doubt in anyone's mind that it's made a lasting impression on the Swiss Macintosh community.

MACWORLD
S·C·H·W·E·I·Z

POSTCARDS FROM THE EDGE



Just 10 days prior to Spring Comdex in Atlanta, *InfoWorld* launched an awareness promotion designed around the "Find Alex Sweepstakes." *InfoWorld* sent three postcards three days apart featuring Buyers Assurance Seal Advocate **Alex Daunys** on each. However, each time clients received a postcard, Alex's photo contained an intriguing addition. In the first postcard, the only color in the otherwise black-and-white photo was a green palm tree on Alex's desk. In the second postcard, Alex sported a multi-color floral lei. In the third, he wore an entire colorful Hawaiian ensemble. The point? Whoever found Alex walking around Spring Comdex was eligible for the grand prize drawing of a trip for two to Hawaii.

Human Resources News

NEW POSITIONS THIS WEEK June 17, 1991

*The Job Opportunity Listing will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

SENIOR EDITOR (NWW)

Seeking a seasoned high-technology or business reporter to cover the data communications beat and manage the publication's Data Communications section. This reporter will report on how data communications and personal computer communications are reshaping the corporate information systems environment. Candidates should have significant writing and reporting experience.

DESIGN ASSOCIATE (CIO)

Responsible for working within the magazine's format to develop arresting feature and column layouts, and interpreting technical information and translating it into charts and graphs. Candidates must have a degree in Graphic Design (or demonstrated equivalent) and experience working with photographers and illustrators. Requires strong typographic skills, experience working with 4-color art, spec'ing tints, and approving color proofs. Proficiency in Quark and Adobe Illustrator preferred.

GROUP AD DIRECTOR (PCW)

Responsibilities include maximizing advertising pages, revenue and marketshare, managing the sales force, helping the Associate Publisher set strategic and tactical goals, and advertising sales administration. Candidates should possess strong leadership and communication skills, a working knowledge of research and promotion, as well as experience in selling space.

ADMINISTRATIVE ASSISTANT (PCW)

This position is responsible for providing customer service support to subscribers and providing administrative support for the Circulation Department. Requires excellent administrative and telephone skills, strong business writing skills, and word processing experience.

CIRCULATION RENEWAL & BILLING COORDINATOR (PCW)

Responsible for coordination of all areas of renewal and billing, including the set-up, updating, maintenance and analysis of ongoing marketing programs and tests. Requires 2 years experience in publishing or direct marketing, experience with spreadsheet design and analysis on PC, basic promotion production concepts, and basic knowledge of magazine circulation marketing.

ACCOUNTING COORDINATOR (PCW)

Responsible for assisting the Accounting Supervisor in all facets of payables processing, accrual, deferral and inventory reconciliation for all publications. Requires bookkeeping skills, experience with spreadsheet programs, and attention to detail.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P	Gloria Lodge/Sheila O'Brien (603) 924-0100	
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

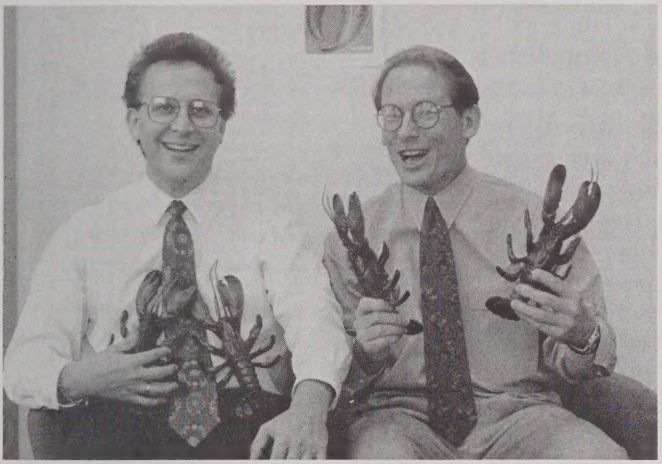
Job Opportunities

Revised: June 17, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Marketing Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Dir., Marketing Communications	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LOTUS	Copy Editor	*LOTUS*, Cambridge, MA	A. Kremers	(617)225-6822
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Research Analyst, Int'l Plan.Svcs.	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager	Framingham, MA	A. Palermo	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
CIO	Design Associate	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Subscription Director	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Mades	(415)978-3315
PCW	Group Ad Director	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Circ. Renewal & Billing Coord.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Accounting Coordinator	*PCWorld*, San Francisco, CA	M. Reyes	(415)978-3364
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Senior Writer	*CWPI*, Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Assistant Researcher	*CWPI*, Framingham, MA	M. Brandel	(508)879-0700

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

NEW ENGLAND LOBSTER TALES



CBW's Publisher Jonathan Cohler (L) and Bill Golan

In the months preceding the first issue of *Computer Buying World*, the staff encountered some potential advertisers who refused to take their calls, let alone talk about the new publication. Undaunted, Executive Vice President **Bill Gollan** decided to keep *CBW*'s name visible by sending these reluctant advertisers, a reminder of the publication's New England roots: the ingredients for a "clambake." In addition to two plastic lobsters, a bib, a cup for clam chowder, Saltine crackers and plastic utensils, enclosed was a poster of a lobster claw entitled "Direct from New England's Best" and all the earlier promotional material with another letter asking for their participation.

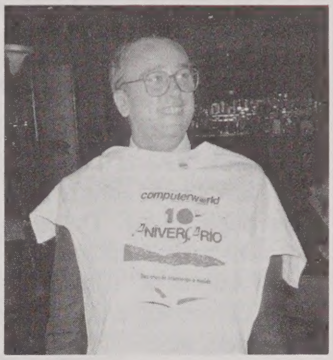
Clambake boxes were initially sent to four advertisers, and two called the publication immediately upon receiving the package and one finally accepted a call from *CBW*. As a result, two advertisers signed up for a single page, two-color, 12-times-a-year ad at a price that covered the cost of the modest promotion many times over. Later, 60 more fake clambake packages were sent out and those also yielded good results.

Much to their delight, the advertisers who signed on as a result of the promotion received two real crustaceans.

A HORSE OF A DIFFERENT COLOR

Advertisers and their agencies attended an evening of horse racing at Vincennes (Paris) as guests of IDG France. The final race was sponsored by *Le Monde Informatique*, and the winner presented with the LMI trophy. Play money was handed out to the guests so they could place "bets" on the races. At the end of the evening, prizes were auctioned off using the play money that was earned through the evening's wagers.

CELEBRATING TEN YEARS OF PRIDE

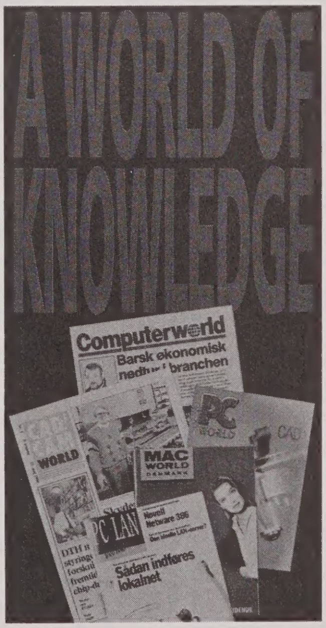


IDG Spain's General Manager Paco Zabala

In honor of its 10th anniversary this spring, *CW Spain* distributed a 172-page special issue to subscribers and newsstands in a plastic bag that included a T-shirt with the same design as the front cover. The issue also included an enormous poster depicting a typical *Computerworld* cover and a diagram of the IDG Spain offices with pencil drawings of every employee.

The special issue carried 85 pages of ads, many of which were "Happy Birthday" greetings from the publication's major advertisers. Apple, for example, created a special ad with a birthday cake. As a result of the anniversary activities, IDG Spain received coverage in the national dailies. Director of Coordination **Valerie Shanks** said the promotion has been especially successful during a time when the Spanish market is not very buoyant and the competitors are keeping a low profile.

IDG DENMARK REACHES WORLD MARKET



IDG Denmark decided to create a brand-new image campaign to coincide with its name change from Computerworld Danmark A/S to IDG Danmark A/S. The company decided to tap its own product knowledge and IDG's worldwide reach and came up with the "A World of Knowledge" concept. Ads were developed to enhance their image and to lure subscribers.

At Denmak's largest computer exhibition in Copenhagen, IDG staff members wore T-shirts embossed with the new slogan and covered the booth walls with the slogan. This visibility and identity program paid off in full, according to marketing coorinator **Sophie Bensimon**, "Now when industry people talk about the leader in information technology, they talk about IDG Denmark."

-SEE PAGE 6

Promotions

-FROM PAGE 5

CIO LURES ADVERTISERS INTO "LITTLE RED BOX"

Throughout IDG, *CIO* is known as a "little book." One that doesn't generate a lot of revenue in comparison to its big sister publications. This inspired *CIO* President and Publisher **Joe Levy** to launch a series of "Little Red Box" promotional campaigns targeted at potential key advertisers. Throughout the year, and coinciding with thematic monthly editions of *CIO*, shiny, red boxes were delivered to 250 potential advertisers containing such intriguing items as a fossil, ("...If it had taken advantage of a changing environment, it would be here today"), an eye-shaped kaleidescope with the tagline, "We all see...but only a few have vision." An abacus arrived with the explanation that although it was a primitive information system, *CIO* offers a sophisticated management resource. A unique stone clock, shaped like a pyramid was accompanied by a message letting potential advertisers know that *CIO* readers have reached the top of the IS management pyramid, and like clockwork, more than 50,000 of them read *CIO* each month. The campaign, much to *CIO*'s pleasure has more than paid for itself and the fossil promotion has been nominated for a Cleo Award.

"The Boss" tear-apart doll

Another promotion that Levy devised was "The Boss." Another large, shiny red box appeared on advertisers' desks with the message, "Your latest Media Plan Probably Forgot A Little Something. Upon opening the box, advertisers found a large cloth doll, sporting a pin identifying it as "The Boss." The message under the cover explained that by advertising in CIO, clients will be sure to reach "The Boss."

One successful outcome of "The Boss" campaign was *CIO*'s ability to recapture IBM's advertising business.

Director of Marketing **Cathy O'Leary Hayes** and Vice President of Operations **Leslie Faulkner** combined efforts to launch a campaign to stimulate inquiries for list rentals. They targeted list brokers with a compelling "Needle in the Haystack" campaign, wich carried a picture of a haystack on the cover with the tagline, "Finding your best prospects is like looking for a needle in a haystack. Unless...(brochure opens up) ...you use CIO magazine's exclusive subscriber database." This was sent to *CIO*'s complimentary list of 6,000 clients, and in less than one week it generated 15 inquiries and one order.

And, in this months' issue of *CIO*, friends in the advertising community received their issue with a promotional cover reading, "What does a CIO buy? Whatever he wants."

Ten Primary Goals of a Press Tour

Evilee Thibeault, marketing director, at* Network World *offered these suggestions when visiting other publications.

- **Build a relationship with that person/publication**
- **Make sure they understand your company's strategy, direction and vision.**
- **Make sure that they know who your competition is and what you bring to the table. As a result, they will understand the competition's weaknesses.**
- **Make them understand how you define the marketplace and where it is going.**
- **Communicate your corporate and product strategy over the next 12 to 18 months.**

Five things to bring on a press tour:

- **Press kits (recent newsreleases, background sheet, press clippings, photos)**
- **Business cards of yourself and key members of your company**
- **Any data or charts of specific interest to the editors you are seeing**
- **Data or charts depicting current status and projected growth of your company.**
- **Names of industry analysts familiar with the company**

Paperwork Dominates Trade Show Preparation

Planning to participate in a trade show means having to deal with volumes of paperwork and dozens of details. Some offices with large marketing departments designate one person to deal exclusively with trade shows, while small offices rely on one person for all marketing and sales support functions.

Because much of the work goes on behind the scenes, few people realize how much is involved. Another jack-of-all-trades marketing director, **Wendie Marro** of *AmigaWorld*, outlined the steps she goes through while planning for a trade show:

Step 1: Evaluate the show: Is it the right target audience for the product? How is the location? Does the show have a history that can be evaluated? Is the cost reasonable? Will the competition attend? Talking to past exhibitors often helps.

Step 2: Select Space: Once the decision to exhibit is made, booth space must be selected up to six to 12 months in advance. Booth space may not always be paid for but can sometimes be exchanged for advertising space or subscriber lists.

Step 3: Plan the exhibit and sales strategies: Which booth configuration will be used? Will there be an exhibit theme? When planning the exhibit, it is important to be aware of any restrictions in the exhibit hall. Usually the height of the booth cannot exceed a certain measurement, and the size of the hanging banners is relative to the square footage of the booth space. Any damage to the booth from previous shows should be repaired. Consider sales strategies. Why are we exhibiting? What are our sales objectives and goals?

Step 4: Plan receptions, special meetings and conference speaking engagements: Select the site for the function; arrange for food, beverage and entertainment; create the invitation; compile the guest list; mail the invitations; arrange for editors to speak on appropriate panels.

Step 5: Order product(s) for display or distribution in booth: Many times products must be ordered months in advance of a show. If an exhibit is in July and the August issue of a publication is to be distributed, issues must be ordered in June.

Step 6: Order premiums and/or plan contests or drawings: Contests and drawings need to be well thought out. It can be time consuming to order and follow-up on products needed from other companies. Premiums usually take six to 10 weeks to be delivered.

Step 7: Make hotel and travel arrangements for staff: Work closely with the in-house travel coordinator.

Step 8: Order services for show: Arrange for installation and dismantling of booth, including round-trip transportation for booth; order electricity, phones, flowers, furniture/video rental and badges for staff.

Step 9: Order ad laminates for advertisers: We always provide our advertisers at the show with a laminated ad for their booth. It gives us added exposure on the show floor ("As seen in *AmigaWorld*") and the advertiser gains an attractive counter card to display.

Step 10: Create booth graphics: Develop any special signage, new light box graphics, cover blow-ups, or logo graphics.

Step 11: Arrange magazine distribution: Work with show producers to place publications in bins at show entrances and advertisers' booths.

Step 12: Coordinate shipments to show: It's less expensive to ship everything together because you only have to pay one handling charge. If individual packages must be sent to any staff at the show, it's easier to send them to their hotel to avoid having them lost on the show floor.

Step 13: Travel to show to supervise booth installation: Marketing people are always to first to arrive and the last to leave. Set-up usually takes anywhere from eight to 14 hours, and it always seems to take longer than expected. Track down any shipments to the show, especially magazines, the first day on-site.

Step 14: Work in the booth: It's important to set up a schedule so people can take periodic breaks. Look around the show at other booths and promotions to get new ideas.

Step 15: Supervise booth dismantling: Takes from four to six hours. This normally happens the morning after the show ends to avoid evening overtime charges.

Step 16: Follow-up: Sort through and distribute sales leads, prepare a summary of final expenses, write articles for marketing newsletters and plan for the next show.

Resources

"Aisle View" (monthly newsletter) and *Exhibitor* magazine, published by Exhibitor Publications, 745 Marquette Bank Building, Rochester, MN, 55904, telephone (507) 289-6556.

"The Exhibitor Show"
Feb. 24-27, 1992 in Las Vegas, smaller show May 27-29, 1992 in Chicago.

A trade show for people of all expertise levels. Seminars cover budgeting, booth design, booth transportation, planning sales strategies, pre-show promotions and more. There are also exhibits by booth companies, premium companies, graphic designers and other appropriate vendors. For more information contact show producer Hall-Erikson at 1-800-752-6312.

Do-er's profile

Wendie Marro

- **PROFESSION:** Marketing Director, *AmigaWorld* and *RUN*
- **TIME WITH IDG:** Eight years
- **INTERESTS:** Biking, skiing, cooking and gardening
- **FAVORITE VACATION DESTINATION:** Any beach with a good book.
- **MOST CHALLENGING ASPECT OF YOUR JOB:** Juggling the travel that is required and keeping up with the ongoing projects.
- **LATEST ACCOMPLISHMENT:** Working with my husband to put in a lawn at our new house.
- **CELEBRITY YOU'D MOST LIKE TO MEET:** Kevin Costner
- **WHAT CAN'T YOU DO BUT WISH YOU COULD?** Draw or paint
- **WHAT DO YOU DO BUT WISH YOU DIDN'T?** Housecleaning
- **FAVORITE QUOTE:** "Two roads diverged in a wood, and I—I took the one less traveled by and that has made all the difference."—Robert Frost
- **MANAGER'S PROFILE:** She's very dynamic, professional, and one of the most organized people I've every met.

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

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World Expo Corp. Produces First Object World
- PAGE 5

IDG Books Worldwide Unveils List of Fall Titles
- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 25 **JUNE 24, 1991**

Managers Explore Latin American Opportunities

IDG managers and staff members from five South American nations assembled last week in Caracas and collectively agreed that their region offers great opportunities and great challenges.

The first day featured managers meetings followed by a day of product line meetings that were hosted by **Kalman von Vajna Nagy**, president of IDG Venezuela.

The managers reviewed at length the difficult market conditions throughout Latin America. The worldwide recession has affected all publications in the region, and advertisers are postponing campaigns. Though some South American economies

-SEE PAGE 4

IDG Spain General Manager Paco Zabala (center) discusses the morning's agenda with Vice President/Corporate Services Marion Kibbee, Brazil General Manager Ney Kruel, IMS President Dick Soule and *CW Colombia* Chief Editor Ciro Vellate.

Farmer Appointed Vice Chairman

Bob Farmer

IDG Chairman **Patrick McGovern** last week appointed **Robert A. Farmer** vice chairman of IDG and member of the IDG Executive Committee effective September 1.

Farmer, a member of IDG's board of directors for the past 15 years, succeeds Axel Leblois, who was recently named chairman of Bull HN.

"Bob Farmer has clearly demonstrated his skills, capabilities and leadership talent during his association with IDG as a director," McGovern said. "He'll make a significant contribution to the company as we continue to grow."

Farmer has served since January 1989 as vice chairman of Cassidy and Associates, a leading Washington, D.C.-based government relations and public affairs firm. He will continue to be a member of the company's board of directors after joining IDG. He will also remain treasurer of the Democratic National Committee and the Democratic Governors Association, both unpaid party positions.

-SEE PAGE 4

Roundtable Discussions Offer Insight

During the regional managers meeting in Caracas, Venezuela, each manager offered a review of his local market conditions and IDG activities. Here are some excerpts from the Latin American managers' observations:

ARGENTINA

Although the last three years have been good ones, Argentina is now in the midst of a deep recession. Inflation in 1990 reached 1,343 percent. This year the forecast has declined to 30 percent, but there is still great uncertainty in the market. The ad market shrunk sharply and profit margins are being squeezed. IDG Argentina is responding by diversifying. The company is producing new newsletters, directories and buyers' guides. In May, a new networking and open systems newsletter was launched. Recently conducted reader research led to a partial redesign of *Computerworld*. *CW* now distributes 8,400 copies, about half paid and half controlled. IDC has proven an excellent partner to IDG Argentina, providing a research edge that other firms do not have.

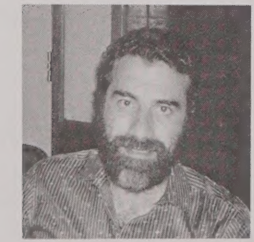
Ruben Argento, General Manager

BRAZIL

A protectionist trade policy that imposes 130 percent import duties on information technology equipment has severely limited the Brazilian market. Leading brands have been excluded from the market. Major economic restructuring is now under way. Brazil faces many of the same economic reform problems that the former socialist nations of Eastern Europe are confronting. IDG is positioning itself to grow as the industry and economy recover. IDG has grown up with the Brazilian industry and is building special relationships with companies expecting to survive the recession. IDG Brazil will exploit its global connections using the IDG News Service and IDG's global image. IDG Brazil has assembled the best editorial staff in the country and is positioned to dominate all competitors.

Ney Kruel, General Manager

COLOMBIA



Computerworld Colombia is two years old and struggling under the economic and social problems of the country. One year ago, a new quality campaign was launched at *Computerworld*, and it is beginning to pay off. The publication is now in the black. It is distributing 5,000 copies as a fortnightly - 2,500 as subscriptions and 2,500 on newsstands. *CW* has the best reputation in a highly competitive magazine and newsletter market. *CW*'s editorial staff will soon be connecting to the IDG News Service to provide more timely news. At present, approximately 40 percent of the magazine's content is local, and 60 percent is collected from IDG. Circulation is expected to double within the next two years.

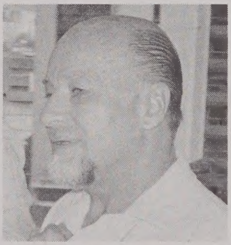
Ciro Villate, General Manager

MEXICO

In a healthy and growing economy IDG Mexico is on plan and expects to reach $2 million in revenue by the end of FY '91. There is great optimism about a free trade agreement with the U.S. Inflation of 200 percent has dropped to 20 percent and is continuing to decline. Mexico, which has long isolated itself, must now make accommodations to the "American way" of doing business. The Mexican ad mix is changing, with smaller advertisers accounting for a much larger share of revenue. Large companies are making more use of television, radio and the business press. Since many Mexican publications inflate their circulation figures, IDG has set a goal to be the first publication in the market with audited figures. Mexico currently publishes *Computerworld* and *PC Journal* and an *InfoWorld*-type publication. Some 80 percent of the ads in *CW* are image advertising. There are plans at IDG Mexico to launch a newsletter to test new markets. The future looks very bright, with Mexico serving as the gateway to all of Latin America.

Henry Morales, General Manager

VENEZUELA



1990 was a great year with advertising sales accounting for 150 percent of plan. In January, ad sales collapsed in every sector of the market. *Computerworld*, a fortnightly with a circulation of 2,500, has responded by reducing the size of the magazine until the ads return. Inflation was 80 percent in 1990 but has dropped to about 40 percent, still high by historical standards in Venezuela. *Micro Computerworld* has strong reader loyalty with a circulation of 4,000 and currently makes more money from circulation than from advertising. The Venezuelan postal service is very unreliable, and IDG has responded by delivering all issues via courier. The first readership survey has just been completed, and results are being tabulated. A three-person IDC staff works out of IDG Venezuela's offices and complements the IDG staff.

Kalman von Vajna Nagy, President

On line

ASK BILL

Q If a business unit within IDG is considering acquiring a company, what is the procedure? i.e. Should the idea first be presented to the Executive Committee?

A Any proposed acquisition or business plan for a new product which requires additional funding outside of the approved operating plan should be submitted to the IDG Executive Committee for review.

Q In your opinion, what would a parent's best savings option plan be when saving toward a child's college education?

A Depending on the time frame, I would recommend "dollar averaging" investments into an established "no load" mutual fund with a stated objective of growth or growth/income. This means making periodic investments over an extended period of time.

To give you an example of a return, the Vanguard Index 500 Fund, just to name one, has had annual rates of return of 13.9%, 12.8% and 13.5% over three-, five- and 10-year periods . Anytime you can compound at 13.5% you are doubling your investment in just over five years.

BusinessWeek publishes an annual review of the best mutual funds; the most recent review appeared in the February 18, 1991 issue.

Q Is it true that the 29% federal tax levied on ESOPs upon distribution can be bypassed by the purchase of a first home? If so, can the money be applied to an already purchased first home if you apply the money to that mortgage?

A I am not aware of any special exclusions or deferrals relating to the tax liability incurred on an ESOP distribution used for the purchase of a first home. Legislation was introduced which would have provided special tax breaks for first-time homebuyers, but it never passed and is no longer being considered.

Q Are regulations regarding borrowing against an employee's 401K comparable to the regulations of the ESOP plan?

A Regulations relating to borrowing against 401K contributions are similar to ESOP regulations. However, the IDG 401K plan does not have a provision for borrowing against balances in that the plan is relatively new and the balances are small.

Q If an IDG employee is currently enrolled in the 401K Magellan Fund plan looking for a long-term investment over an extended period of time (10-15 years), would it be wise for the employee to leave funds alone, or be more conservative and transfer funds to fixed accounts during the course of the year?

A With mutual funds, the best funds tend to perform well over long periods of time, the main reason being that over shorter periods funds can be impacted greatly by sharp swings in the stock market.

Over a longer period the ups and downs of the stock market are normalized. The average annual total return of the Fidelity Magellan Fund has been 16.4%, 14.6% and 21.3% for three-, five- and 10-year periods respectively. You can see from these returns that one would have done extremely well staying fully invested for a 10-year cycle.

That is not to say history will repeat itself, and it may be that individual circumstances warrant a more cautious approach toward investing. That being the case, you should be looking for more of a balance between growth and income in your investments.

Q Suppose for any reason IDG sells a major asset, say for $100 million. What is the ESOP impact?

A It is difficult to assess the effect on the ESOP without having a good deal more information. Let's assume IDG has an asset which is producing $4 million in after-tax profit, yet the prospects for growth are not great. As a result, we sell the asset for $100 million and realize $70 million after taxes.

If you simply put the $70 million into tax exempt investments you would be earning $4.5 million per year in after-tax profits. However, the ideal scenario would be to redeploy the funds so that the return would be far greater than the original $4 million the asset was earning.

Back to the ESOP. The valuation of IDG is a formula valuation weighing net worth, historical earnings, current earnings and discounted future earnings. As a result the asset sale net worth would increase, current earnings should improve (especially if the funds are employed to yield a much higher return), and discounted future earnings should improve in that we will hopefully have leveraged our earnings through the sale of an asset which had low growth. All of this in turn would favorably impact the valuation of IDG.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Latin American

- FROM PAGE 1

are in better shape than last year, confidence is low and IT buyers and advertisers are taking a wait-and-see attitude.

Managers evaluated helpful techniques that would strengthen their competitive situations and strongly position the publications when the recession ends. IDG President **Walter Boyd** delivered a talk that focused on tending to basics.

"I've been around a long time, and I have seen five of these recessions," Boyd told the group. "The only thing you can be sure of is that it will end. If you tend to business and take care of your customers now, you will win incredible customer loyalty for when things start to grow again."

During the meetings, IDG Chairman **Pat McGovern** gave the group his vision of IDG and where it's headed throughout the 1990s. International Marketing Services President **Dick Soule** briefed the group about new initiatives by IMS. International News Group President **David Hill** talked with the group about IDG's international licensing efforts and about progress at the IDG News Service. **Cherif Moujabber**, head of World Expo, explored with the Latin Americans the opportunities to launch shows in their individual regions.

IDG Spain General Manager **Paco Zabala** was invited to Caracas to discuss with his Spanish-speaking colleagues the methods that have made IDG Spain such a great success in recent years (see story at right).

During the second day of meetings, *InfoWorld* Publisher and President **Jonathan Sacks** organized a day of sessions on producing and marketing better products. Sacks was assisted by *InfoWorld* Marketing Director **Kevin Ellis** and Editor **Ed Foster**.

These meetings reviewed the successes of *InfoWorld* in the U.S. and explored what activities could be transferred to the IDG companies in South America. Throughout the sessions the emphasis was on quality and integrity in the editorial product and taking care of the customer.

Paco's Points

IDG Spain has been one of the great success stories in IDG over the past few years. General Manager Paco Zabala was invited to Caracas to speak to his colleagues in Latin America about his publishing success. He offered the following tips:

- **Invest in the editorial team. The best editorial team gives your products tremendous credibility.**
- **Start a recruitment section. Offer free ads to get it started. When IDG Spain started its campaign the company used the slogan, "Find the people who aren't looking for jobs."**
- **Create a board of advisors or consultants. It adds to your staff expertise and increases your market visibility.**
- **Produce special supplements. They offer new opportunities to advertisers and bring in extra revenue.**
- **Emphasize that you are a local company, staffed and managed with local staff, but with connections to a global powerhouse like IDG.**
- **Keep fixed costs to a minimum. Variable costs allow for quick adjustments in a down market.**
- **Pay attention to renewals. It is very important to keep the readers you have.**
- **Be different. Offer advertisers something that makes them stand out. Advertisers will pay large amounts to differentiate themselves from the crowd.**

Vice Chairman

-FROM PAGE 1

A graduate of Dartmouth College and Harvard Law School, Farmer has served as treasurer of the John Glenn for President Committee in 1984 and of the Dukakis-Bentsen Campaign in the 1988 presidential race. He is also a former director and president of the John F. Kennedy Library Foundation.

"International Data Group is one of the great business success stories in the country," Farmer said. "I'm looking forward to the challenge of working with the company in a new capacity. I've had close ties to the members of the board for a long time. They're not only business colleagues but also personal friends."

Farmer also said he is relieved at the opportunity to ease his hectic commuting schedule. For the past two years he has maintained his residence in Brookline, Mass. and traveled to Washington during the week.

Farmer's responsibilities will include being the primary liaison between IDG headquarters and approximately 20 of IDG's largest global customers. He will also guide relationships between IDG and the investment banking community and will be a primary negotiator for corporate acquisitions.

IDG President **Walter Boyd** praised Farmer's talents and said he was looking forward to working with him in his new role.

"I've known Bob for 20 years, going back to my days with *Computerworld* and Bob's involvement with an education-related company he owned. He's a dynamic individual who'll be a tremendous asset to IDG."

Human Resources News

NEW POSITIONS THIS WEEK June 24, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

ADMINISTRATIVE ASSISTANT (TISC)
Responsibilities will include, but not be limited to answering phones, copying, faxing, as well as other office duties. Ideal candidate will possess good typing skills, be professional, flexible, have a pleasant phone manner and office/organizational skills, as well as be able to work independently. Macintosh experience is a must.

MIDWEST REGIONAL SALES MANAGER (CBP)
Computer Buyers Publishing is looking for a midwest based sales professional for display advertising. Responsible for selling space in the midwest territory, which represents 1/3 of the market. Experience with selling to direct channel marketers is preferred.

SENIOR WRITER (IFW)
We need two Senior Writers, one for the software section and another for Mac and Desk Top. Candidates should have a minimum of 4 years experience covering PC software industry with strong news emphasis. Sourcing experience and familiarity with PC software trends a must. Technical experience is a plus.

TECHNICAL EDITOR (IFW)
We need an experienced editor to head the Technical section. Responsible for timely coverage of the news, including breaking stories, and technical analysis. Position requires four years experience covering the PC industry, strong editing and organizational skills and experience dealing with writers.

COPY EDITOR (IFW)
Candidate will edit copy for grammar, spelling and style, write headlines, captions and pull quotes. BA in English, Journalism or equivalent experience preferred.

NEW YORK BUREAU CHIEF (IFW)
Position will combine the responsibilities of reporter and editor to cover our New York Bureau. The successful candidate will be responsible for timely coverage of the PC software news, including breaking stories, technical and market analysis. Position requires four years experience covering the PC industry.

EDITORIAL ASSISTANT (PCW)
Responsibilities include coordinating review product trafficking between vendors, PCW Test Center, authors, editors, and photographers. Also responsible for budget control, frequent telephone contact with parties listed above, and meeting multiple deadlines for each review. Candidates should possess strong basic mathematical skills, self-motivation with the ability to absorb technical material quickly, excellent communications/phone skills, and the ability to handle multiple tasks, schedules and deadlines in a fast-paced environment.

ASSISTANT EDITOR (PCW)
Responsible for developing editorial copy and acting as a representative of the magazine. Candidates should possess previous experience in publishing, a working knowledge of the computer industry, good writing, analytical and phone skills. Also requires a working knowledge of word processing, data management, and spreadsheet program. Must possess creativity, self motivation, and the ability to work well with others.

ADMINISTRATIVE ASSISTANT (IMI)
Responsibilities include filing, mass mailings, telephones, and general office responsibilities. Candidates should possess good written and oral skills, a willingness to learn, and the ability to complete tasks with little or no supervision.

EDITORIAL ASSISTANT (CWPI)
Our busy newsroom needs a full-time entry level clerical assistant to help keep things running smoothly. Responsibilities include handling a heavy load of correspondence and the routine office functions as well as the unexpected. Also responsible for handling conflicting priorities and demands. Candidates should have solid office and typing skills. Computer experience is helpful.

ADMINISTRATIVE ASSISTANT (IDG/P)
Responsible for supporting the President and Administration Manager, which includes coordination of monthly financial reports & projections, typing correspondence and other clerical functions. Administrative/secretarial experience required along with word processing and Lotus spreadsheets. Accuracy with numbers and attention to detail also essential.

ASSISTANT MANAGING EDITOR (GPI)
Responsibilities include copy editing, editing and rewriting articles, writing game reviews, and supervision of freelance writers. Two years experience in copy editing or editing along with excellent writing skills required.

NATIONAL AD SALES DIRECTOR (GPI)
Responsible for maintaining current clients, prospecting and expanding advertising base, planning and meeting sales goals & yields, developing marketing strategy, and managing sales staff. Extensive sales experience required, consumer magazine and youth market experience preferred.

PUBLISHER'S ASSISTANT (GPI)
Responsible for administrative and clerical duties including preparation of memos, reports and other correspondence, coordinating meetings, heavy phone contact, and special projects. Requires 3-5 years administrative experience including word processing and strong organizational skills.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC/LPC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge/Sheila O'Brien (603) 924-0100	Job Hotline (603)924-0281
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: June 24, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
TISC	Administrative Assistant	Framingham, MA	E. Ladendecker	(508)935-4349
LOTUS	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LOTUS	Copy Editor	*LOTUS*, Cambridge, MA	A. Kremers	(617)225-6822
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	K. Myhre	(508)935-4624
IDC	Int'l Sales & Marketing Director	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager	Framingham, MA	A. Palermo	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
CIO	Design Associate	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer (2)	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Technical Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	New York Bureau Chief	*InfoWorld*, Armonk, NY	D. Vieraitis	(415)329-4602
PCW	Subscription Director	*PC World*,San Francisco, CA	H. Martin	(415)978-3302
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Mades	(415)978-3315
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Circ. Renewal & Billing Coord.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Accounting Coordinator	*PCWorld*, San Francisco, CA	M. Reyes	(415)978-3364
PCW	Editorial Assistant	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
IMI	Administrative Assistant	*Publish*, San Francisco, CA	S. Linville	(415)978-3104
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Editorial Assistant	*CWPI*, Framingham, MA	L. Gorgone	(508)879-0700
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Object World Premieres

Object World, the first conference and exhibition dedicated to demonstrating the practical aspects and the commercial impact of object-oriented technology, marked World Expo Corp.'s latest journey into uncharted territory. With close to 1,500 attendees through the turnstiles and dozens of satisfied vendors, the show was deemed a successful venture that will be repeated next year.

World Expo Corp. was selected to produce the event by the Framingham, Mass.-based Object Management Group (OMG), the show's sponsor. WEC handled all of the show's logistics, promotion and marketing, while OMG provided the technical content for the conference program.

OMG was formed in 1989 to develop industry standards and promote the success of object technology. It now consists of more than 100 companies worldwide, making it the largest consortium of its kind in the computer industry.

"We're very pleased with the turnout for this first-time event," said **David Bradway**, show manager for Object World. "It proves that there's a rapidly growing broad-based audience interested in this revolutionary approach to software design."

More than 30 leading vendors of object technology exhibited their latest products. The displays included object database management systems, object-oriented software, object-oriented desktop environments on Unix, Small Talk programming tools, C++ interface libraries and database servers. Coopers & Lybrand/Softpert Systems, *Computer Language* magazine, Hyperdesk Corp., Object Design Inc. and Tigre Object Systems were among the exhibitors.

Colin Crook, chairman of Citicorp Corporate Technology Committee, delivered the keynote address, "The Consumer Can Finally Win." Crook discussed how new approaches to software development such as object technology can provide highly integrated information systems to support the sophisticated demands of global business.

The event featured eight seminars over two days and three days of conferences and exhibits targeted to executives responsible for information strategy and planning. Topics focused on management, application and technology issues, including establishing standards in object technology, migration, methodology and life cycle issues and worldwide market trends.

New Addresses and Numbers

CHILE:
Informatica Ciisa
(no change in address)
Tel: (562) 2047677
Fax: (562) 2047245

COMPUTERWORLD COLOMBIA:
La Nueva Ley
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Bogata, Colombia
Tel: (571) 3100199
Fax: (571) 2116848

PHILIPPINES:
WS Publishing Co., Inc.
Room 704
Sedcco Building
Rada Street cor. Legazpi Street
Legaspi Village
Makati, Metro Manila
Philippines

Calendar

• JULY 9-14
PC World Forum/Moscow
VDNH Exhibition Park
Moscow, USSR

• JULY 15-18
ComNet/WEST
Moscone Convention Center
San Francisco, CA

• AUGUST 6
EAOC Meeting
Algonquin Club
Boston, MA

• AUGUST 6-8
PC Windows/Sydney
Darling Harbour Exhibition Center
Sydney, Australia

• AUGUST 6-9
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

• SEPTEMBER 3-5
Publish '91
Darling Harbor Convention Centre
Sydney, Australia

• SEPTEMBER 22-25
CIO Conference
"People, Productivity & Profit"
Hyatt Regency
Monterey, CA

• SEPTEMBER 23-25
European Managers Meeting
Barcelona, Spain

• SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

• SEPTEMBER 25-26
Communications Product Line Meeting
Barcelona, Spain

IT Achievement and Innovation Recognized

On June 10, 10 winners of the prestigious Computerworld Smithsonian Awards were honored at the third annual awards ceremony.

More than 750 members of the technology, business, academic and government communities were present at the awards dinner, held in Washington, D.C.'s historic National Building Museum.

Nominees, whose number climbed from approximately 100 in the first year to nearly 300 this year, are judged on their positive impact on society, their success in meeting the goals of their target niches and the degree of technological innovation they demonstrate.

Presenting the awards were Roger Kennedy, director of the Smithsonian Institution's National Museum of American History, International Data Group Chairman **Patrick McGovern**, *Computerworld* President and Publisher **Gary Beach** and Senior Vice President of IDG and founder of the Awards program **Fritz Landmann**. The ceremony was hosted by Ed Bradley, one of America's leading television journalists.

COMPUTERWORLD
SMITHSONIAN
AWARDS

(L to R) Gary Beach; Dr. Hanne Kooy, Brigham & Women's Hospital; and Pat McGovern

And the 1991 CW Smithsonian Award Winners Are...

Business and Related Services
Frito-Lay, Inc.
Developed a hand-held computer that electronically stores information equivalent to more than 47 million pages of typed text.

Education and Academia
The Lab School of Washington, D.C.
By using a computer commanded via a graphic interface, the severely learning disabled can overcome difficult text instructions.

Environment, Energy and Agriculture
Research Alternatives, Inc.
The Emergency Information System was developed to meet the demands that emergency incidents place on public and private sectors.

Finance, Insurance and Real Estate
SWIFT
Society for Worldwide Interbank Financial Telecommunication created a system for transmitting essential financial data.

Government and Non-Profit
De Anza College
Developed an electronic job posting system for disabled workers that draws listings from member nonprofit agencies.

Manufacturing
Raychem Advanter
Used computer-integrated manufacturing to become a showcase for paperless, automated production systems.

Media, Arts and Entertainment
The Tenderloin Times
Used sophisticated desktop publishing to produce the only four-language monthly newspaper in the nation (English, Laotian, Vietnamese and Cambodian).

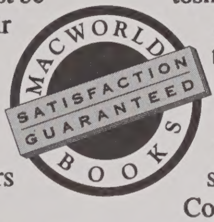
Medicine
The Joint Center for Radiation Therapy and Stereotactic Surgery
XKnife, based on a graphic applications development utility, allows surgeons to treat previously inoperable tumors in the brain.

Science
NeXT Computer, Inc.
By linking a series of computers during down time, the Zilla system creates a supercomputer out of "redundant" processing time.

Transportation
United Parcel Service, Inc.
UPS constructed a network that tracks packages through customs and delivers them on time to the recipient.

Macworld Books Display Seal

IDG Books recently announced that its Macworld series is now covered by an exclusive guarantee. Under the terms of the Macworld Books Satisfaction Guaranteed Quality Seal, customers must be completely satisfied with their Macworld books. Otherwise, they may return them to the bookseller for a complete refund.



The seal is displayed prominently on the front and back covers of all Macworld titles.

The guarantee reflects the quality of IDG Books' offerings and the reputation for excellence implicit in the *Macworld* name. "Our readers can be assured that they're getting accurate, valuable information backed by highly qualified, insightful authors," said **Michael E. McCarthy**, editor-in-chief of IDG Books. "We stand behind our books and believe they're the best resources available for the Macintosh."

As an added value, all buyers of the *Macworld Guide to System 7.0* will receive two free book updates that will include useful new information as System 7 and the software built around it evolves. Compatibility issues and new software products will also be addressed in the updates.

IDG employees can purchase IDG Books at 30% off the list price by ordering direct. To request a catalog or place an order, call 1-800-282-6657.

Titles Available This Fall

PC TITLES:
***The Official XTree MS-DOS & Hard Disk Companion, 2nd Edition* by Beth Woods**
***DOS for Dummies* by Dan Gookin**

PC WORLD TITLES:
***PC World Quattro Pro 3 Macro Power* by Jeffrey G. Brown**
***PC World Paradox Power Programming Techniques, 2nd Edition* by Greg Salcedo & Martin Rudy**

INFOWORLD TECHNICAL TITLES:
***Windows 3 Secrets* by Brian Livingston**
***PC Configuration & Troubleshooting Handbook* by the Dariana Technology Group**

PC WORLD REFERENCE SERIES:
***WordPerfect* by Mary Campbell**
***Lotus 1-2-3, Release 2* by David Campbell**
***MS/PC DOS* by Mary Campbell**

MACWORLD TITLES
***Macworld Read Me First Book* edited by Jerry Borrell**
***Macworld Networking Bible* by David Kosiur**
Macworld Reference Series:
***Microsoft Word* by Jim Heid**
***Microsoft Excel* by Jim Heid**
***PageMaker* by Jim Heid**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Debra Sobin - IDG

ELEVEN YEARS
Robin Silverman - IDG

TEN YEARS
Marcia Burke - IDG Peterborough
Bill Greenwood - IDG Peterborough
Jeffrey Pennett - *Network World*

SEVEN YEARS
Carol Miller - IDC

SIX YEARS
Vicki Brown - IDC

FIVE YEARS
Jim Falanga - IDG

FOUR YEARS
Maureen Page - IDG Intn'l. News Group
Bill Thompson - *Macworld*

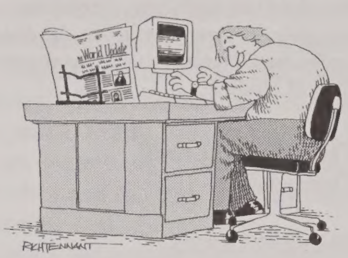
THREE YEARS
Paul Desmond - *Network World*
Joan Swarms - Lotus Publishing
Catherine Thacker - IDG
Kristin Neubauer - *Digital NEWS*
Claudia Ng - IDC China/Hong Kong

TWO YEARS
Robyn Johnson - IDG Peterborough
Ian Wilson - IDG Australia
Deborah Sordini - IDG Italy
Mark Levitt - IDC
Michelle Beaulieu - *Network World*
Nancy Hagen - Lotus Publishing

ONE YEAR
David Evans - IDG U.K.
Maryann Duyn - *CIO*

Off line

Win Your Own

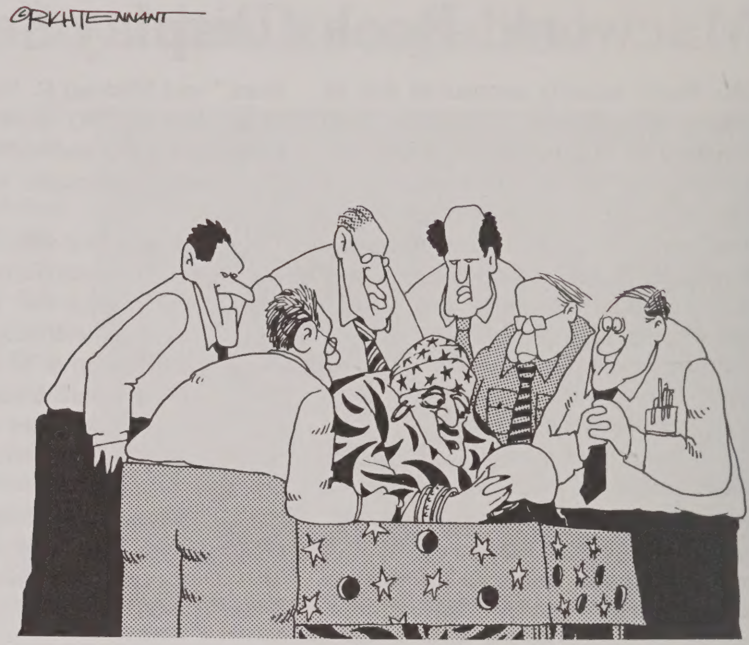


Off line T-shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 6. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!



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IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the world's largest provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

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- PAGE 4

Macworld Expo Sells Out Berlin Debut
- PAGE 5

IDG *World Update*
VOLUME 21, NUMBER 26
JULY 1, 1991

IDC Launches First Pan-European Forum

THE EUROPEAN
IT Forum

IDC Europe's President **Roberto Masiero** and Vice President of Research **Jim Beveridge** recognized that the European IT market had last year reached a critical mass, becoming the largest IT market place in the world. With this in mind, they decided to establish a conference designed to bring all the pan-European IT leaders together. The result is The European IT Forum.

The conference will take place September 25-28, at the Hotel Excelsior in Venice, Italy. IDG Chairman Pat McGovern will kick off the first day's events with the opening address.

The forum will present attendees with information on the changes occurring in Europe. With the shift from single-brand hardware-based systems to application and solution-based open systems, last year's partnerships no longer hold true. This forum will concentrate on issues that concern IT industry executives responsible for dealing with evolving European structures and exploiting new business opportunities.

"The combination of these recent market events means that there has never been a more vital time for the European IT industry. There never has been a better time or greater need for a pan-European conference," said Beveridge.

The European IT Forum will be conducted in English with simultaneous translations into French, German and Italian.

IDC worldwide senior consultants will present their analyses and forecasts of the European IT market trends. These presentations are designed to provide comprehensive support to the strategic planning activities of the participating companies.

IDC Europe has also worked hard to secure commitments from the most senior, experienced and influential members of the European information technology community to present their views of the future. These include Pierre Hessler, director general of marketing and operations, IBM Europe; Francis Lorentz, chairman and CEO, Groupe Bull; Peter Bonfield, chairman and chief executive, ICL plc; Hans-Dieter Wiedig, chairman and CEO, Siemens Nixdorf Information Systems AG; and Ian Stewart, European director, BT Business Communications.

> **"There never has been a better time or greater need for a pan-European conference."**
> **- Jim Beveridge**

Focus sessions will provide a catalytic environment for vendors and users to sound out strategic options in an informal atmosphere with fellow senior decision makers. With the developing market being typified by structural change, liaisons and partnerships, this opportunity to talk with fellow executives is clearly unique.

A distinguished panel of European IT users has been assembled to address how well the industry is listening to and servicing the needs of the user community.

In addition, the results of an exclusive joint IDC/IDG survey, "Evolving European User Needs," will be unveiled.

IDG U.K.'s **Terry Chellew** and **Simon Thompson** have helped IDC with design and organization of The European IT Forum brochure. Any IDG company is invited to participate in this unique marketing opportunity and should contact Jim Beveridge in London. For further information telephone him at: (44) 81 995 8082, fax (44) 81 995 2172.

Two IDC Staffers Receive Peacock Awards

Vicki **Brown**, IDC's vice president for systems research, has been named the 1991 recipient of the James A. Peacock Memorial Award for outstanding performance. Brown and runner-up **Don Bellomy**, IDC's director of worldwide market studies, accepted their awards from IDG Chairman **Patrick McGovern** and IDC President **Kirk Campbell** during a ceremony at IDC headquarters last week.

The awards are given annually to two individuals at IDC's Framingham office in honor of the professional excellence exemplified by the late James Peacock, an IDC veteran and senior vice president at the time of his death in 1981.

Recipients are recognized for their abilities to organize and communicate the results of their research to IDC clients in a clear, timely and effective manner. Individuals are nominated by IDC vice presidents, and the winner is chosen by the IDC president.

Brown, an IDC employee since 1985, was commended for providing her customers with a reliable base of workstation market figures and analysis.

Vicki Brown and Pat McGovern

"Vicki has successfully drawn on other IDC resources to add depth to her program expanding in areas such as desktop workstations, commercial workstations, workstation applications and servers," read one nomination. "She has also earned top ratings as a speaker at IDC's Briefing Sessions, and her excellent research and guidance has allowed IDC to rapidly gain share in the area of technical computing market research. She's currently working with her team to investigate new opportunities in areas such as the application of technical workstation technology in the commercial world, as well as the market requirements for research on high performance products at user sites."

McGovern noted that both of Brown's groups, technical computing and CAD-CAM, were already double their profitability goals for the year.

Bellomy was recognized for the insightful writing and prolific research that have been hallmarks of his seven-year career at IDC. He was specifically cited for three 1991 studies that have emerged as showcase pieces for IDC research, reflecting IDC's worldwide scope and coverage, its comprehensive U.S. database and its leading-edge demand-side research.

"Donald has played a critical role in consolidating the diverse information produced by IDC U.S. and its international operations," wrote one vice president. "This has required a broad understanding of the global marketplace as well as the ability to cooperate with his IDC colleagues around the world."

Both Peacock Award recipients receive engraved plaques. A $3,000 check goes to the winner, while the runner-up receives $1,000.

Kirk Campbell and Pat McGovern congratulate Don Bellomy.

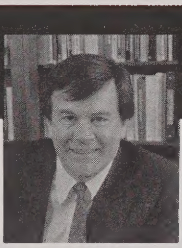
Recent Recipients

Pat McGovern established the Peacock Awards in 1984 to honor the outstanding contributions of James Peacock, a 15-year employee of IDC who joined the market research firm shortly after its founding.

Past recipients of the award include Gisela Wilson and Jay Bretzman in 1990, David Vellante and Eileen O'Brien in 1989 and Bob Callery in 1988.

On line

ASK PAT



Q What are some of the recommendations made at recent strategic planning meetings that have been implemented?

A It was recommended that IDG enter the PC training business in order to make early contact with new computer users. As a result, IDG has an agreement to acquire ExecuTrain, the world's largest computer training company. ExecuTrain has 45 training centers around the United States and in the U.K. With IDG's help they will be expanding to 400 training centers worldwide by 1995.

It was also recommended that IDG provide new computer users with know-how through books. IDG, therefore, set up IDG Books Worldwide as a new business unit. IDG Books has now published more than 20 books and 30% of them have made the best seller list of computer books.

Q Ziff-Davis is very aggressively expanding its Asia/Pacific operations. How will we respond?

A IDG is focused on responding to the needs of the market, not on reacting to competitors. We find our competitors' actions are often misguided. We believe "the customer is always right," and our strategy is to monitor and respond to customer needs. IDG has 23 publications in 11 major countries of Asia. Ziff-Davis does not yet have a single publication of its own in that region. It has seven publications in the region which have licenses to use the editorial content and/or the name of either *PC Week* or *PC Magazine*. IDG has a 20-year head start in the region, but the expanding customer needs in Asia give us the opportunity to accelerate our growth in that region. You can expect several new publication launches in that region from IDG in the near future.

Q How can pay for performance work well when corporate imposes a salary ceiling on business units?

A IDG corporate does not impose any salary ceiling on its business units. Based on inflation forecasts and expected productivity gains, it recommends that total compensation costs for the business unit increase by a certain percentage in the next fiscal year. The actual increase given to any individual is under the control of management at the individual business unit. IDG corporate only asks that the total compensation increase bears a reasonable relationship to inflation, productivity gains and information industry trends.

Q Weren't we calling our journalistic integrity into question by having *PC World, InfoWorld, Computerworld* and *Network World* sponsor a party for Microsoft at Comdex/Atlanta?

A The Comdex party was actually a first birthday party for Windows 3.0, the graphic user interface introduced by Microsoft. Windows 3.0 gave the industry a shot in the arm by boosting user spending for upgrading of PC hardware and acquiring new versions of their applications that were compatible with Windows. The publishers of the four IDG publications named felt this product had such universal impact on the PC industry that it deserved to be celebrated in a birthday party, and they joined in as co-sponsor on the party with Microsoft.

Many of IDG's best customers were present at the party. Everyone had a great time, and I don't think that celebrating a great product by co-sponsoring a party reflects on a publication's editorial objectivity any more than recognizing a great product by giving it a "Product of the Year" or "Editor's Choice" award.

Q What are your summer vacation plans?

A I plan to take a couple of weeks during the summer to climb Mt. Kilimanjaro in Central Africa. Otherwise, the summer is chock full of visits to computer shows in Europe, the Soviet Union and the U.S., participating in setting up a couple of new business units and reviewing the one- and three-year plans of our business units as we approach the beginning of fiscal year 1992.

Q Have you visited any country during your recent travels where you feel the economy is finally on the upswing?

A Yes. I was recently in South America where IT spending is definitely on the upswing. Liberalization of the computer markets in Brazil and Mexico has given strong impetus to user spending in those countries. Argentina, Chile and Colombia are also experiencing strong increases in user spending.

Recently I was in Beijing where our IDG Communications company had forecast a 50% growth this year. However, the demand for computer products has been so strong in the People's Republic of China that our advertising demand grew by 85%, which caused a sell-out in the available advertising space at *China Computerworld* due to paper and printing capacity! So, there are a fair number of market "hot spots" around the world.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Alsop Named Editor-in-Chief of *InfoWorld*

Stewart Alsop

Jonathan Sacks, *InfoWorld*'s president and publisher, announced last week that noted personal computer industry observer **Stewart Alsop** has been named editor-in-chief of *InfoWorld*.

Alsop replaces Michael J. Miller, who resigned to become editor of *PC Magazine*.

"Stewart's knowledge of the microcomputer industry is unsurpassed," said International Data Group Chairman **Pat McGovern**. "His appointment further reinforces *InfoWorld*'s position as the premier newsweekly for corporate PC buyers."

"With its long history of covering personal computing without a bias towards a particular platform, *InfoWorld* is the best-equipped news publication for covering the PC industry in the 1990s," Alsop said.

Alsop will remain president of Industry Publishing, a wholly-owned subsidiary that IDG acquired in 1987. He will continue to run two annual industry conferences and serve as editor and publisher of *P.C. Letter*, his highly regarded newsletter for industry and information executives.

Alsop has been involved in the personal computer industry since 1981. He has served as chairman of The Boston Computer Society and, from 1983-1984, was editor of *InfoWorld*. Since 1987 he has authored a regular column for the publication.

His unique insights into market and technology trends affecting the industry will now be part of *InfoWorld*'s weekly editorial.

Publish Supplement Hits the Stands

It will only be on newsstands for one more month, so if you haven't read *Publish*'s supplement, *Technology Solutions*, you better grab one soon.

a supplement to Publish
TECHNOLOGY
SOLUTIONS
America's Top Companies
Work Faster & Smarter
Than Ever
BEHIND-THE-SCENES LOOKS
at today's hottest computer
products in action at ARCO,
Coca-Cola, J. Walter
Thompson, Federal
Express, Polygram
Records, Cornell
Medical Center,
and dozens more

Technology Solutions is *Publish* President and Publisher **Gordon Haight's** brainchild. Successful corporate profiles are included in every issue of *Publish*, and time and time again readers have indicated that these success stories are by far their favorite feature.

With this in mind, Haight decided to produce a stand-alone supplement to *Publish* that would feature a collection of 70 of America's top companies and the technologies they use to work faster and smarter. These case studies represent every facet of American business from manufacturing to banking, from advertising to the medical industry, from insurance agencies to government agencies and from entertainment to education.

LEARNING BY EXAMPLE

Editor-in-Chief **Sandra Rosenzweig** described the reason behind launching this product. "Every company competing for market share must find the most efficient and ingenious solution to the roadblocks we all face at one time or another. Reading *Technology Solutions* helps you solve your problems by reading how others solved theirs."

This supplement is a unique addition to the *Publish* lineup. Not only is its editorial content unlike any other edition of *Publish*, but the issue is targeted to a slightly different readership. *Technology Solutions*, with a circulation of 75,000, is aimed at the upper levels of corporate America. These include a select portion of *Publish* readers with purchasing responsibilities averaging $140,000 annually for print publishing-related products. Copies were also distributed to 35,000 *Fortune 1,000* CEOs, CFOs, and other upper-level managers culled from such distinguished lists as *BusinessWeek*, *Fortune* and *The Wall Street Journal*. Issues were also distributed to qualified readers from the *Publish* subscriber base and at major newsstands across the U.S.

One company that is profiled, ARCO, was faced with the dilemma of lost delivery tankers wandering residential streets in search of the next service station to refill. *Technology Solutions* profiles how the company used a system of Macs and top-of-the-line software to create customized maps for each delivery, complete with routes, what driveway of the station to enter and which gas stations serve free coffee and doughnuts to drivers.

Advertisers that ran ads in the April and May issue of *Publish* were offered a 15% discount if they ran ads in *Technology Solutions*. This offer created a tremendous response. Ad pages totaled 130—60 pages above the monthly average.

Due to the success of the issue, *Publish* is planning another issue for 1992.

In order to sift through all the information, *Technology Solutions* provides an inclusive index to help readers find particular products and industries.

In November 1991, *Publish* and AMR International will present the 1991 Technology Solutions Conference at the Hyatt Grand Champions Hotel in Palm Springs, Calif. The conference will focus on the 70 companies that were profiled in *Technology Solutions* and how they financed their technology purchases, reduced costs, increased profits and gained greater internal creative control as a result of their business strategies.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK July 1, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SENIOR EDITOR (NWW)
Network World is looking for a seasoned high-technology or business reporter to cover the local-area network (LAN) beat and manage the publication's LAN section. This high-visibility senior-level staffer will report on how LANs and personal computer communications are reshaping the corporate information systems environment. Candidate should have significant writing and reporting experience.

PRODUCTION ASSISTANT (LPC)
This person will learn the various phases of the advertising production and billing departments process. Responsibilities will include working with vendors, as well as internal departments. Candidate must be a self-motivated individual with proficient math skills. Requires excellent organizational and communication skills, meticulous work habits with special attention to detail, and the ability to work well under pressure. No prior experience necessary.

ASSISTANT EDITOR (B) (PCW)
Responsible for ensuring and providing accurate and diverse information for the reviews and features sections of the magazine. Will also supervise the editorial assistant in charge of product trafficking. Requires a Bachelor's degree, preferably in Journalism or English, exceptional communications and phone skills, the ability to handle multiple tasks, and the ability to work under tight and varying deadlines. Management or supervisory experience also desired.

ADMINISTRATIVE ASSISTANT ACCOUNTING/OPERATIONS (PCW/CS)
Responsible for providing general administrative support to the reception area, office services, and the accounting department. Requires office experience, reception experience preferred. Macintosh experience is a plus. Candidate must be able to lift up to 50 lbs.

ASSISTANT NEWS EDITOR (IMI)
Responsible for news product review sections, as well as contributing ideas and articles to other sections, and maintaining contacts with computer vendors. Requires a news background, an understanding of PC and MAC publishing hardware and software, strong industry contacts, and a minimum of 1-2 years of computer journalism experience.

MID-WEST CORRESPONDENT (CWPI)
Responsible for covering the regional editorial beat in the Midwest. Requires 2-4 years journalism experience. High-tech background desired.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/TISC/LPC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge/Sheila O'Brien (603) 924-0100	Job Hotline (603)924-0281
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: July 1, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
TISC	Administrative Assistant	Framingham, MA	E. Ladendecker	(508)935-4349
LPC	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager, Electr.Messag.	Framingham, MA	A. Palermo	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
CIO	Design Associate	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer (2)	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Technical Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	New York Bureau Chief	*InfoWorld*, Armonk, NY	D. Vieraitis	(415)329-4602
PCW	Subscription Director	*PC World*,San Francisco, CA	H. Martin	(415)978-3302
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Circ. Renewal & Billing Coord.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Editorial Assistant	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (B)	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW/CS	Admin. Asst. Acctg/Operations	Central Services, San Francisco, CA	P. Murphy	(415)978-3365
IMI	Administrative Assistant	*Publish*, San Francisco, CA	S. Linville	(415)978-3104
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Editorial Assistant	*CWPI*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)978-0700
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Macworld Expo Debuts in Berlin

Making its debut in Germany last month, Macworld Expo/Berlin far exceeded the show organizers' highest expectations. Hailed as a tremendous success by organizers and attendees alike, the show attracted more than 19,000 attendees and 117 exhibitors and featured the leading vendors in the Mac community.

"The complete sellout of available booth space made it necessary to expand into newer halls with more exhibit space," said **Mike Blackman**, managing director of World Expo Corp. in Germany, the show's producer. "The enormous success of this first show in Germany justifies our confidence in the marketplace and points to the continuing strength of the Macworld Expo concept."

"The quality of the show and the enthusiasm of the exhibitors and visitors is the strongest evidence that Macworld Expo has made a solid position for itself in Germany," Blackman added.

Macworld Expo/Berlin featured an in-depth conference program that was kicked off by Apple's CEO Michael Spindler. Other highlights of the show included the introduction of the European Mac version of Lotus 1-2-3 and the Apple international multi-media conference. *MacWelt*, IDG's monthly German Macintosh publication also gave out its awards for Best Products of the Year.

In addition, FAB, a local wide-area network cable station, broadcasted on site for the duration of the show and aired interviews as well as product and general show coverage.

According to **Eric Gersh**, project manager for World Expo's German partner and show organizer Montgomery Gmbh, "Visitors experienced live demonstrations of the latest in Macintosh technology, with new product introductions and presentations. The exhibitors had many discussions with a highly qualified public and were able to make numerous new business contacts. Further, this success has proved our premise that a Macworld Expo in Germany was long overdue."

The Macworld Earth Conservancy recently received a $1,000 donation from Richard Graham, president of an Apple-related company in Australia, who is also interested in corporate recycling and reforestation programs. (L-R): Terri Edelman, Shannon Smith, Graham, Rhea Stafford, Shelley Ginenthal, Arne Hurly and Niki Stranz.

Calendar 1 2 3

• JULY 9-14
PC World Forum/Moscow
VDNH Exhibition Park
Moscow, USSR

• JULY 15-18
ComNet/WEST
Moscone Convention Center
San Francisco, CA

• AUGUST 6
EAOC Meeting
Algonquin Club
Boston, MA

• AUGUST 6-8
PC Windows/Sydney
Darling Harbour Exhibition Center
Sydney, Australia

• AUGUST 6-9
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

• SEPTEMBER 3-5
Publish '91
Darling Harbor Convention Centre
Sydney, Australia

• SEPTEMBER 22-25
CIO Conference
"People, Productivity & Profit"
Hyatt Regency
Monterey, CA

• SEPTEMBER 23-25
European Managers Meeting
Barcelona, Spain

• SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

• SEPTEMBER 25-26
Communications Product Line Meeting
Barcelona, Spain

Noteworthy!

PROMOTIONS

Digital News announces the promotion of **Gordon Plutsky** to research services manager. He will be responsible for creating market-based and media research for the *DN* sales force. He will also prepare advertising competitive analysis market share reports and will continue to manage *DN*'s Reader Service Inquiry System. Plutsky attended the State University of New York at Albany and holds an M.B.A from Northeastern University.

RELOCATION

Cherif Moujabber, president of World Expo Corp., relocated to Framingham, Mass., on June 17. World Expo Corp. will maintain its office and staff in Versailles, France, but Moujabber will now operate from the Framingham office.

NEW APPOINTMENTS

Glenna B. Fasold has joined *Network World* as editorial assistant. She previously staffed a number of posts at *NW* while working for Suburban Temporaries. Fasold attended Worcester State College and enjoys sign language, walking and wallpapering.

• • •

Kadija H. Burgess has joined Information Strategies Group to provide production support. She will be involved primarily in word processing. Previously international project assistant at Mobil Corp., Burgess completed two years of business administration courses at Northern Virginia Community College. In her spare time she enjoys running and camping.

• • •

Callie Smith joins *Publish* as assistant to the director, sales and marketing, where her responsibilities include office administration and budgeting. Formerly an administrative assistant at Apple Computer, Smith majored in computer science at the University of California at Santa Cruz. She enjoys hiking, going to the beach and road trips deep into the Sierras.

• • •

There are a number of new faces at *Macworld* as of late. Sales Associate **Stacey Holman** arrives from the marketing department at XANTE Corp., where she was involved with sales and did some technical writing. Holman is currently pursuing a degree in international studies and counts among her interests tennis, scuba diving, reading and writing, horseback riding and computers.

Marcel Forte joins the team as office assistant. His responsibilities will include in-house deliveries, stocking printer stations and handling departmental mailings. Forte's past experience includes work in San Francisco City Hall's mailroom and in the central supply room of St. Luke's Hospital. He is a graduate of Mission High School.

Carol Johnstone joins *Macworld* as telemarketing sales representative. She will sell ad space for the catalog section of the book. Previously a sales rep with Senior Spectrum newspapers, Johnstone received her B.A. in drama from San Francisco State University. She enjoys softball and French.

Macworld also welcomes **Galen Gruman** as associate features editor. He was most recently associate editor at IEEE Software, where he managed the news department and acted as interdepartmental coordinator. Gruman received his B.A. in interdisciplinary studies for print journalism and political science from the University of Southern California. His interests include bicycling, camping, publishing technology and gardening.

• • •

Colleen Elizabeth English has signed on at *Federal Computer Week* as copy editor. She attended Trinity College where she majored in English and French. English enjoys swimming and museums.

• • •

Trace Weatherford has joined IDC West as sales assistant. She will provide sales support and database maintenance. She was most recently with Prudential Real Estate Affiliates, where she did desktop publishing and graphics illustration for the training department. Weatherford is pursuing a degree in English and has attended Long Beach City College and Cerritos College. She enjoys the arts and the theater, the beach, volleyball and a good mystery.

Sales Assistant **Cynthia Frederick** is also new at IDC West's Mountain View, Calif. office. Formerly in marketing at Win-Glo, she received her B.A. in business from San Francisco State University and an A.A. in graphic design.

• • •

At IDC Framingham, **Richard Zwetchkenbaum** has been named senior analyst for the PC hardware program. His responsibilities will include market analysis, forecasting, research reports, competitive analysis and custom consulting in the portable PC and desktop computing markets. Zwetchkenbaum was previously employed as an independent marketing consultant for Market Planning Systems, Inc. Prior to that he was employed by Wang's Microsystems Division as a marketing consultant. He received his B.A. in economics from Brandeis University and has studied at the London School of Economics. He enjoys music, yoga, softball, golf and tennis.

• • •

Simson L. Garfinkel has joined *NeXTWORLD* as senior editor. He was previously a Ph.D. student at MIT's Media Lab. Garfinkel holds an M.S. in journalism from Columbia University and enjoys photography.

• • •

InfoWorld welcomes **Julie Montague** as executive assistant to publisher Jonathan Sacks. She comes to the publication from Microgenesis, where she was executive assistant to the vice-president of engineering. Montague holds a B.S. in business administration and enjoys water sports.

DN Hosts Marketers' Forum

(L-R): Barry Willman, Terry Shannon, Dave Egan and Charlie Babcock

Digital NEWS recently hosted its third annual VAX Marketers Forum in conjunction with DEXPO Spring '91. Nearly 100 company executives and show exhibitors attended a luncheon and presentation that addressed the pressing financial and technical issues in the DEC marketplace.

This year's guest speakers included Barry Willman, senior research analyst at Sanford C. Bernstein, Inc., an investment and research management firm, and **Terry Shannon**, director of IDC's DEC Advisory Service. Willman provided some financial perspective on DEC's future developments from product and strategic standpoints, including the progress of DEC's VAX 9000 mainframe and workstation business. Shannon presented a technical analysis and performance expectations of DEC as it heads into the mid-1990s. *DN* Editor-in-Chief **Charlie Babcock** also participated in the program.

"Each year, our forum attracts more and higher-level decision makers from DEC-related vendors," said *DN* President and Publisher **Dave Egan**.

"Our solid reputation as an insightful market observer and a reliable information source has contributed to the success of our forum. Marketers arrived at our Atlanta luncheon expecting to get credible, useful information, which is exactly what we delivered."

Office Hours

According to *Time magazine*, the average American full-time employee works 40 hours a week, gets 11 official holidays and 12 days paid vacation.

- **In Britain, the average worker toils 39 hours weekly, has 8 holidays and 25 vacation days.**
- **The French work 39 hours weekly, have 8 holidays and 25.5 vacation days.**
- **The average in Germany is 38 hours, 10 holidays and 30 vacation days.**

Will IDG experience an easterly transatlantic exodus soon?

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Kathryn Dinneen - Research Services

TEN YEARS

Beverly Raus - *Computerworld*

EIGHT YEARS

Phyllis Sharon - Lotus Publishing

FIVE YEARS

Ken Hoyt - IDC
Cathy Abes - *Macworld*

FOUR YEARS

John Boiardi - ITI
Cathy Venutolo - *Macworld*
Florence Battye - IDC Australia

THREE YEARS

Nancy Kelly, *Digital NEWS*
Tammy Ladow - IDG Peterborough
Lottis Bergson - IDG Sweden
Katarina Sundwall - IDG Sweden

TWO YEARS

LeeAnne McDermott - IDG Peterborough
Lynn Kavish - *GamePro*
Michael Kavish - *GamePro*
Helen Lee - IDG Peterborough
Michael Sullivan - World Expo
Dody Keefe - World Expo
Niklas Borgsved - IDG Sweden

ONE YEAR

Eva Carlston - IDG Sweden
Dagmar Montanez - IDC Germany
John Northrop - *Digital NEWS*
Nicole Lamy - *Digital NEWS*
Giovanny Chacon - IDG Venezuela
Jeannine Barnard - *NeXTWORLD*
Bob Pinchin - IDG New Zealand
Lori Forsloff - *Computerworld*

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Peter Rosati will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painters caps. Remember to watch for the next "Off line" cartoon on July 8.

HONORABLE MENTIONS:

Note: Always consult documentation before attempting a memory drop.
- **Bruce Frymire,** *PC World*

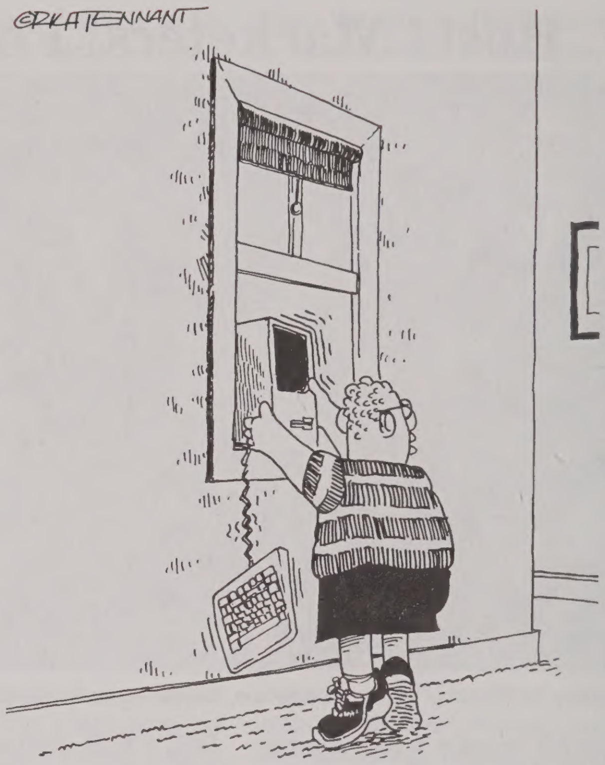
By dropping an Apple, Isaac Newton Jr. helps dad discover gravity.
- **John St. Martin,** *Computerworld*

"Dad!? How hard is hardware?"
- **Niklas Borasved,** IDG Sweden

"I'm sorry, Mr. PC, but you have to go—since Mom bought you, she doesn't talk to us anymore."
- **Michael Fitzgerald,** *Computerworld* (Chicago sales office)

"It's O.K., Mom! I'm just taking an apple for my teacher."
- **Kate O'Brien,** Laurentian Technomedia Inc.

"You're right, Dad. Macintosh is smaller than Windows."
- **Ahrvid Engholm,** *PC World Sweden*



A young Billy Gates is struck with the vision for Windows.
- **Peter Rosati,** IDC

"Hey Dad! You can run a Macintosh in Windows!"
- **Tom Moran,** *Macworld*

Extra! Extra! Notorious hacker Billy the Kid eludes capture in daring escape.
- **Denise Downer,** CW Publishing

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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Philippine Licensee Maintains Status Quo Despite Volcano
- PAGE 2

Eager Readers Snatch First Issue of *Macworld Japan*
- PAGE 2

New Postal Rule Translates into Distribution Savings
- PAGE 5

IDG World Update

VOLUME 21, NUMBER 28

JULY 8, 1991

IDG Italy Presents Itself to Business Community

Early last month a revitalized IDG Italy formally reintroduced itself to a gathering of key clients at a luxurious Milan hotel.

Representatives of two dozen advertising agencies, 41 information technology companies and seven technical and IT publications attended the event.

In the first presentation, IDG Italy General Manager **Brunello Bossi** welcomed the group and outlined the editorial philosophies behind *Computerworld Italia* and *PC World Italia*, their current readership and anticipated circulation gains.

Bossi stressed that IDG will focus on quality editorial and reader usefulness to distance itself from the competition.

ADDITIONAL PLANS

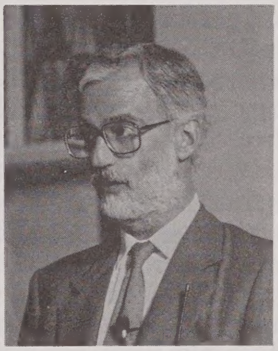
Bossi also discussed plans to further develop both publications. These include special issues of *Computerworld* dedicated to regional market needs with an in-depth look at producers and customers in those regions. *CW* will also develop two new hardware and software products guides. *PC World* proposes publishing two special issues next year on open systems (January) and Unix (May).

The staff is also considering two PC shoppers' guides for June and December 1992, dedicated primarily to PCs, Macs, Windows, portables and laptops, to be sold on newsstands at special prices.

(L-R): Giulio Ferrari, editor-in-chief of *PC World Italia*, and Brunello Bossi during the awards ceremony.

Bossi also talked about upcoming publishing activities for *Macworld* and a telecommunications magazine.

Enrico Acquati, IDC Italy's Country Manager, discussed IDC's activities in Italy, highlighting the cooperative relationship between IDG and IDC. Afterward, there was ample time for open discussion and a buffet dinner.



IDC's Enrico Acquati

More than 40 readers who responded to *PC World Italy*'s "Top 10" promotional program were also invited to the event. Readers nominated the five best hardware and software products launched in the Italian market during 1990, and IDG presented awards to the winners during the day.

The readers also participated in a drawing for six gifts donated by vendors, including as US$7,000 Toshiba computer.

"We can surely confirm that the impact was good," Bossi said of the meeting's effect on clients.

He noted there was an immediate increase in the number of ad placements for the second half of the year, and plans are underway to promote vendors' products in *PC World*, for example, by inserting diskettes in the publication.

Manila Office Carries On Despite Volcano

IDG's licensee in the Philippines, WS Publishing Company, Inc., has managed to continue its operations without interference from the recent volcanic rumblings of nearby Mt. Pinatubo.

General Manager **Po Wong** reported that the "local pyrotechnics" have also had a relatively small impact on the Philippines' IT industry. Due to the frequently heavy presence of volcanic ash, Manila's international airport has been closed intermittently. As a result, some computer suppliers are short of inventory because their air shipments from abroad have not been able to get to Manila.

In addition, some private electronic bulletin board systems that were run from the now-closed U.S. military bases have been shut down. According to Wong, local computer enthusiasts relied heavily on these BBSes for updates on software, technical discussion and some e-mail.

Wong also said that IDG's global network has come in handy for communications unrelated to publishing. Not long after the initial eruption, Wong received a call from **Remi Scavenius,** an editor at IDG France's *Le Monde Informatique*, who was serving as a translator for one of his IDG colleagues. His colleague had a Filipina friend in Paris who was worried about the whereabouts of her husband in Pampanga, a province directly affected by the volcano. Scavenius asked Wong if he could update them on the situation in Pampanga and try to get in touch with the husband.

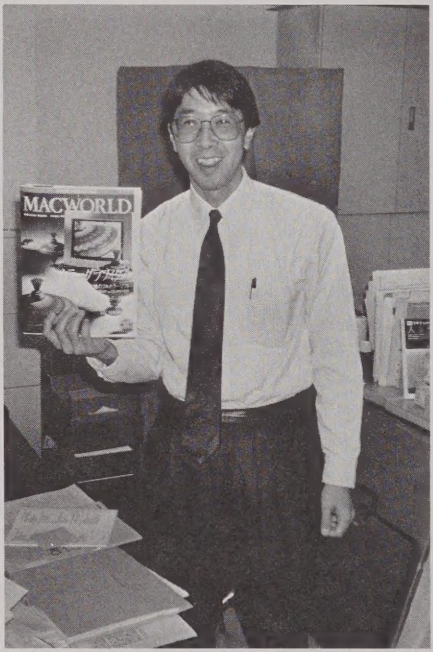
Wong obliged, sending an e-mail the next day on what was known about Pampanga. He also had the husband's name broadcast over the radio and television programs that were giving extensive coverage to the evacuation and other activities related to the volcano. At the time he contacted *World Update*, however, Wong had not yet heard if his efforts had been successful.

Macworld Japan Is Here!

On June 8, newsstands all over Japan showcased the premier issue of *Macworld Japan.*

Forty-two thousand copies–containing 64 pages of advertising out of a total 144 pages–were distributed through bookstores and by direct subscription.

To help generate pre-launch excitement for the new publication, IDG Japan hung colorful posters in railroad stations throughout Tokyo and ran ads in personal computer and business technology magazines throughout Japan. The posters were also packaged with the launch issue distributed to bookstores.



Macworld Japan Publisher David Ushijima holds a copy of the preview issue that was distributed at Macworld EXPO this winter. The sample helped generate at least 1,000 subscriptions.

GROWING STAFF

In April, the staff at *Macworld Japan* consisted of four members but by the time the magazine was published in June, the staff had grown to 10.

Everyone on staff played a key role in the production of the first issue. Associate Publisher **Toshiro Nishihara** worked with Editor-in-Chief and Publisher **David Ushijima** and Assistant **Izumi Okamato** to translate and edit the copy for the first issue, much of which derived from U.S.-based *Macworld.* Assistant Editors **Yasuyo Ishizuka** and **Chizuru Kaneko** joined shortly thereafter and helped check the final page proofs. Art Director **Ichiro Miyagawa** and Production Manager **Mayumi Oyamada** had the difficult task of managing the production deadlines. Account executives **Junichi Sasaki** and **Yukiyo Hosoya** exceeded the goals set for advertising sales. **Bonnie Shishido** handled the accounting and managed to get the staff moved into their new offices during the frantic startup phase.

A TEAM EFFORT

Ushijima credited the staff at San Francisco-based *Macworld,* which shares its editorial with *Macworld* publications around the world, with helping his staff to meet production deadlines.

"One key element was the ISDN link and file server established by Editor-in-Chief **Jerry Borrell** and his staff," Ushijima said.

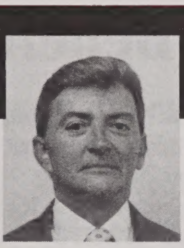
"This permitted our publication in Tokyo to receive graphics and text originated in California," he explained. "The electronic link, coupled with invaluable follow-up from Senior Associate Editor **Suzanne Stefanac,** assured on-schedule shipping of the magazine."

So far, *Macworld Japan* has been very well received by both readers and advertisers. Readers expressed great enthusiasm for its editorial content, which contained information that was previously unavailable to them and are already requesting more introductory-level articles on Macintosh computing.

Ushijima said that the *Macworld Japan* staff is planning to incorporate more original material written in Japanese into future issues and will continue to add entry-level articles for the new Japanese users.

On line

ASK WALTER



Q Now that the first round of Product Line Meetings have been completed, how would you assess the product line approach?

A From all of the commentaries and critiques that we have received from both attendees and presenters it would seem that this round of Product Line Meetings has been extremely successful.

It has given a great many people from our various operations around the world an opportunity to participate, learn and contribute on a new level. At each of the meetings for the various core product lines we have had a tremendously varied combination of talents from all of the publishing disciplines.

It is my personal feeling that we have accomplished a great deal in terms of knowledge sharing and know-how transfer through these meetings.

We actually have one more set of meetings scheduled for Barcelona in September, and after that meeting we will be contacting all of the worldwide presidents to determine if they want us to continue these Product Line Meetings in their current format or if they would prefer to try something new in FY '92.

Q Do you have any ideas on how to withstand the massive onslaught of Ziff-Davis on the German ad market?

A I wouldn't exactly call it a massive onslaught as Ziff-Davis has simply followed their usual pattern of buying market share with extremely discounted introductory rates. The real story will certainly not be known until this fall and winter when the initial launch contracts have expired and the sales force will have to sell the advertisements at published rate card prices.

Our philosophy has been to stick to our own business and continue to invest in marketing and editorial quality and work very hard at building market share while maintaining our rate card prices. Once you start to discount it is almost impossible to go back to an advertiser and ask them to start paying full fare. Ziff-Davis will suffer from this — especially in the German market. We have a very professionally run operation in Germany, and I'm sure that at the end of the day IDG Verlag will be the most successful IT publishing company in that market.

Q Can you explain how, and to what extent, IDG headquarters interacts with individual U.S publications on a daily basis?

A IDG Headquarters interacts with all of our various operatings units at least once a month and this follows the monthly review meeting of operating results.

The level of additional interaction is almost always tied to very specific issues at individual operating units, such as top level personnel changes, market/competitive events, new or changing business plans during the course of the year, etc, etc. This can range anywhere from a quick phone call or e-mail to more extensive meetings.

I personally try to make sure that I e-mail, fax or phone each of our worldwide presidents on one other occasion each month. Others on the staff also talk with our managers regularly — again, depending on the needs of the moment, such as new leases, additional capital expenditures, cash flow, taxes, meetings, etc.

In the spirit of true decentralization we try to stay out of the way as much as possible so that our operating unit heads have a clear track in running their own companies, and for the most part we try to react rather than being pro-active. In a highly centralized corporation the presidents of the various units typically spend most of their time answering queries and filling in forms from headquarters. However, we would rather have our operating heads use this time for visiting customers, keeping in touch with their markets and their staff and limiting their reports to headquarters to the standard monthly reports.

Q Given the current economic climate, how tough are you going to be on the budgets this year?

A I am not going to be personally tough on anyone!

The Executive Committee is very much aware of what is going on out there in the real world, and what we expect are very fair, very sensible plans that truly reflect market conditions at each of our operating units–and no two are the same.

We will carefully analyze and evaluate every single business plan on an individual basis and will, as always, make our comments and recommendations. It is extremely important that each of the plans approved have the full backing of the operating unit as they are the people who will make it happen.

On the other hand we will not accept any plans that are clearly meant to try to coast along under cover of a recession and/or other world event. We get very little of this under any circumstances as our presidential level personnel tend to be very aggressive people who like to grow and win and pay a lot of attention to one of our corporate values, "Let's Try It."

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Internship Program Offers Mutual Benefits

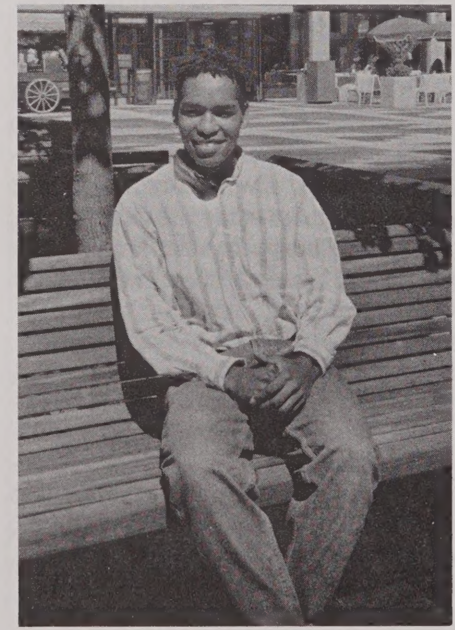
Two college students are gaining valuable work experience at IDG this summer through INROADS, a comprehensive nationwide internship program.

INROADS seeks to increase business career opportunities for talented minority youth in the U.S. while giving corporations the chance to develop future managerial talent. Lotus Publishing welcomes the return of **David Shepard**, who worked with *LOTUS* last year before his freshman year at Brown University in Rhode Island. IDC Framingham's intern is **Elisa Jaramillo**, a sophomore at the College of William and Mary in Virginia.

"IDG is committed to diversity in the workplace," said IDG Human Resources Director **Martha Stephens**. "We're also committed to employing the highest quality candidate for the job. With the INROADS program, we can meet both objectives."

Sponsoring companies provide professional opportunities for interns each summer throughout their college careers and consider them for permanent employment upon graduation. A designated business advisor within the company creates and monitors each intern's career development plan and offers guidance on adjusting to both work and college life. Companies pay an annual sponsorshp fee to INROADS and the intern's summer salary.

Jaramillo is studying Japanese, her third language, for a possible job in international business.



Shepard, back for a second year at *LOTUS*, wants to use his writing skills after college.

CAREER DEVELOPMENT

As participants in the Boston chapter, Shepard and Jaramillo attend career development workshops every other weekend with interns from other area companies. The students work on presentations, building teamwork and other general business skills and also get together for INROADS-sponsored social events.

Shepard, a Boston resident and graduate of Milton Academy, is majoring in English at Brown. He's working on a variety of projects this year, including conducting market research and participating in concept meetings to choose art for *LOTUS*, under the supervision of Administrative Manager **Claudia Basso**.

"Last year I focused on basic skills, like learning Lotus 1-2-3 and Xywrite," he said. "This year I have a perspective on the whole process that I couldn't afford last year."

Shepard gave high marks to his experience at *LOTUS*, particularly in light of conversations he's had with other INROADS interns. "It's an open environment here, much more of a meritocracy than other places. You're judged on the value and the quality of your work."

Outside the office, Shepard enjoys reading and attending baseball games.

Jaramillo, a graduate of Boston Latin School, is working with Director **Joan-Carol Brigham** in IDC's desktop computing group. Her first project is to produce a 1991 pricing report on VGA monitors and boards.

While undecided about which field of study to focus on in college, Jaramillo said she's enjoying the chance to gain exposure to the IT field and learn about the market. "I like getting assignments and working on my own but also being able to contribute to a whole," she said.

During the school year, Jaramillo is training to become a volunteer counselor at a center for women and abused children. She's also helping establish a hot line for a rape crisis center. When not doing community work, she enjoys playing tennis and the clarinet.

CONTINUING SUCCESS

INROADS reports that two-thirds of each year's graduates are offered and accept full-time positions with their companies, and more than 9 in 10 sponsors recommend participation to other businesses.

According to Stephens, IDG's West Coast HR directors plans to hire INROADS students next summer, and any other managers interested in the program should contact their local HR director.

"We seek diversity among our employees in order to obtain a broad range of opinions about all aspects of our work," Stephens said. "These perspectives provide vital insight and help us make the best possible decisions for the company, our customers and our employees."

IDG Corporate Star Program

IDG is pleased to continue the Corporate Star Program! This award was designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Awards will be granted twice a year, at the IDG Holiday Party and at the Corporate Picnic. Up to three awards will be granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection committee.

Accounting
Chairman's Office
President's Office
Credit
Finance
Tax & Legal
International Marketing Services
List Services
News Services
Research Services
MIS
Human Resources

Nomination forms appear in the *IDG World Update* so that operating unit employees can nominate corporate IDG employees who have provided outstanding service to them. Corporate IDG employees can nominate other corporate IDG employees for this award too. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **July 22, 1991.** Please use the form on the reverse side.

IDG Corporate Star Program

The recipient of the Corporate Star Award will be selected from all nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual Corporate Picnic in August 1991.

EMPLOYEE NAME____

POSITION or TITLE____

DEPARTMENT ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS?**

NOMINATED BY:________________________DATE:______________

All nominations must be submitted to Martha Stephens, IDG Corporate Human Resources Department, 5 Speen Street Framingham, MA by **July 22, 1991.**

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK July 8, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

RESEARCH ANALYST (IDG/RESEARCH SERVICES)
Responsible for working on all phases of primary research surveys, including overall design of survey methodology, questionnaire design, tabulation, and statistical analysis. Requires a minimum of 2 years research experience, good working knowledge of statistics, and strong oral and written communication skills. Experience in the computer industry, publishing or advertising research is a plus. Some travel is required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	JobHotline
TISC/LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge/Sheila O'Brien	Job Hotline
GPI/SWP	(603) 924-0100	(603)924-0281
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Job Opportunities

Revised: July 8, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Asst. to President	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4407
WEC	Sr. Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Customer Service Rep.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
TISC	Administrative Assistant	Framingham, MA	E. Ladendecker	(508)935-4349
LPC	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Program Manager, Electr.Messag.	Framingham, MA	A. Palermo	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	New England Regional Sales Dir.	*CIO*, Framingham, MA	B. Block	(508)935-4735
CIO	Telemarketing Sales	*CIO*, Framingham, MA	L. Falkner	(508)935-4591
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Marketing Intern	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
CIO	Design Associate	*CIO*, Framingham, MA	S. Volpe	(508)935-4416
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer (2)	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Technical Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	New York Bureau Chief	*InfoWorld*, Armonk, NY	D. Vieraitis	(415)329-4602
PCW	Subscription Director	*PC World*,San Francisco, CA	H. Martin	(415)978-3302
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Circ. Renewal & Billing Coord.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Editorial Assistant	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (B)	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW/CS	Admin. Asst. Acctg/Operations	Central Services, San Francisco, CA	P. Murphy	(415)978-3365
IMI	Administrative Assistant	*Publish*, San Francisco, CA	S. Linville	(415)978-3104
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Editorial Assistant	*CWPI*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)978-0700
IDG/P	Administrative Assistant	Peterborough, NH	S. O'Brien	(603)924-0100
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

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Distribution Managers Identify Cost-Savings Measure

Distribution managers for IDG's U.S. publications have the unenviable task of trying to make sense of complicated postal service regulations. Recently *InfoWorld*'s **Mike McShane** and **Bob Wescott**, who handles distribution for *Computerworld*, *Network World*, *Federal Computer Week* and *Digital NEWS*, used their expertise to save their publications tens of thousands of dollars.

Before reaching readers, a publication is shipped from the printer to a number of "entry points," or cities, from which the issues enter the mail stream. The process speeds delivery of time-sensitive publications but is a challenge for the distribution manager to oversee. This summer, for example, *Computerworld* will expand its shipments to 26 different entry points in the U.S., and *InfoWorld* will expand from 18 to 27 points.

In the past, second class mailers of weekly publications were required to keep up to four weeks of money for postage in their bulk mailing accounts at each point of entry for each publication. For *Computerworld* and *InfoWorld*, this has meant $150,000-$200,000 sits idle in postal accounts each month not earning the publication any interest.

Earlier this year, however, McShane and Wescott shared information about a new postal regulation that could save them time, effort and money. Under the "plant verified drop shipment postage payment system," mailers can now calculate the cost of their weekly postage and wire the payment through a bank-to-bank transfer to just one location—the originating post office where the printing plant is located—not multiple entry points.

Wescott summarized the benefits of the new regulation. "As a result, I don't have to wait for receipts from each post office, the finance department doesn't have to cut checks and excess money isn't tied up in postal accounts."

McShane was first to take advantage of the new system in May, and he pronounced it an overwhelming success. "It makes it much easier to project on budgets," he said, "because the control is in my hands. Besides, the less I have to work with the post office, the better off we all are."

Last month, Wescott began using the system for all of his publications except *Digital NEWS*, which will make the transition in August. By settling their accounts and having the idle money returned, McShane has recouped $40,000, while Wescott garnered a windfall of $76,000 for *Computerworld* and $120,000 for *Network World*.

Per Capita Computers

Countries ranked by computers in use per 1,000 people:

1. U.S.	**184**
2. U.K..	**104**
3. Canada	**96**
4. Norway	**87**
5. Japan	**87**
6. Ireland	**84**
7. Singapore	**79**
8. Switzerland	**77**
9. Denmark	**74**
10. Sweden	**73**

Source: *1990 Computer Industry Almanac*

Calendar

- **JULY 15-18**

ComNet/WEST
Moscone Convention Center
San Francisco, CA

- **AUGUST 6-8**

PC Windows/Sydney
Darling Harbour Exhibition Center
Sydney, Australia

- **AUGUST 6-9**

Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

- **SEPTEMBER 3-5**

Publish '91
Darling Harbor Convention Centre
Sydney, Australia

- **SEPTEMBER 22-25**

CIO Conference
"People, Productivity & Profit"
Hyatt Regency
Monterey, CA

- **SEPTEMBER 23-25**

European Managers Meeting
Barcelona, Spain

- **SEPTEMBER 23-24**

Macworld Product Line Meeting
Barcelona, Spain

- **SEPTEMBER 25-26**

Communications Product Line Meeting
Barcelona, Spain

- **OCTOBER 8-10**

Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

- **OCTOBER 15-18**

CD-ROM Expo
Washington Hilton
Washington, D.C.

Noteworthy!

NEW APOINTMENTS

Network World welcomes **Terri Mitchell** as production assistant. She arrives from Imprint Publishing, where she was responsible for desktop publishing, typesetting and paste-up. Mitchell received her associates degree from Bunker Hill Community College and enjoys photography, computers and car shows.

■ ■ ■ ■ ■

Panos Kakaviatos joins *Federal Computer Week* as a reporter. Previously a legislative assistant with the Electronic Industries Association, he will be involved in tracking U.S. federal legislation. Kakaviatos received his B.A. in communications from George Washington University and enjoys swimming, photography and history.

■ ■ ■ ■ ■

Karyl Scott joins *InfoWorld* as senior editor, where she'll be responsible for the network section. Scott has much experience with the subject; she was previously West Coast bureau chief at *Data Communications*, where she wrote news analyses and features on the networking industry. She received her B.S. in journalism from Boston University and enjoys hiking, photography, travel and classical music in her spare time.

■ ■ ■ ■ ■

There are a number of new faces at *PC World*. **Bonnie Jacobson** has signed on as copy editor, coming from a similar position at *InfoWorld*. She holds a B.A. in professional writing from Carnegie-Mellon University and enjoys volunteer work, hiking, camping and the Grateful Dead.

Patricia Owen joins the *PC World* team as administrative assistant. She received a B.A. in film from San Francisco State University and likes theater, film, reading and the San Francisco Giants.

PC World also welcomes **Bernie Theobald** as vice president/group advertising director. Previously vice president/associate publisher of *Compute Magazine*, Theobald will manage *PC World* sales. He attended the University of Scranton, PA, and has participated in many professional sales training and management courses. In his free time, Theobald enjoys jogging, weight training, cars and motorcycles.

Donald Young, assistant to the president of IDG, presents List Services' Loel Westermann with a check for raising the most money ($1,500) for the "From All Walks of Life" benefit for AIDS care and research.

LOTUS Notice

In January 1991, IDG acquired Lotus Publishing Corp. and formed a fully-owned subsidiary. For many IDG operations around the world, this Lotus/IDG deal offers a worldwide package of strategic resources that make it possible to launch successful, profitable Lotus-related products.

Currently, IDG has license agreements to publish *LOTUS* in Australia, Denmark and the United Kingdom.

It is critical, however, for any IDG business unit interested in producing a Lotus product in their country to form a close partnership with the local Lotus subsidiary in that country. The business unit must also have a license from Lotus Publishing to use the Lotus trademark and to gain access to other features of the Lotus/IDG contract. Lotus Publishing and Lotus Development in the U.S. are prepared to assist in this process.

Lotus product opportunities for IDG business units include:

- **Magazines**
- **Newsletters**
- **Trade Shows**
- **Conferences**
- **Books**
- **Videos**
- **Access to Lotus customer lists**
- **Card in the box**

IDG units also have access to Lotus staff, strategic and product information, alpha and beta software, and other pertinent information.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Christine Hiehler - IDG Germany

TEN YEARS
Kathleen Heeney - LINK

NINE YEARS
Mary Hartwell - IDG Peterborough
Peg LePage - IDG Peterborough

SEVEN YEARS
Stefanie Schopenhauer - IDG Germany
Ole Hansen - IDG Denmark

SIX YEARS
Egon Margraf - IDG Germany

FIVE YEARS
Helmut Sedlmeier - IDG Germany
Renate Regnet - IDG Germany

FOUR YEARS
Christine Syrene - IDG Peterborough
Cherie La France - *Macworld*
Rolf Schauder - IDG Germany
Christina Lautenbacher - IDG Germany
Jutta Zimmermann - IDG Germany
Peter Kinast - IDG Germany
Randi Franco - *FCW*

THREE YEARS
Vi Depres - IDG Peterborough
Donna Maki - IDG Peterborough
Ruth Henrich - *Macworld*
Michelle Wong - Asia Computerworld
Abbie Lundberg - *CIO*
Harald Brechtl - IDG Germany
Ute Ritter - IDG Germany
Søren Kargård Nielsen - IDG Denmark

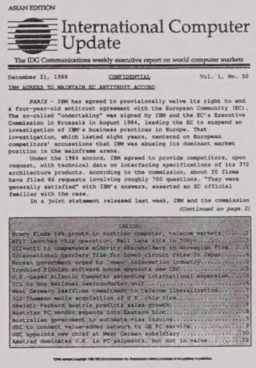
TWO YEARS
Chip Carman - *Macworld*
Jodie Frazer - IDG Australia
Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Tobias Siebert - IDG Germany
Isabelle Repit - IDG Germany
Birgit Massier - IDG Germany
Daniel Maier - IDG Germany
Hans Martin Golmann - IDG Germany
Stefan Fleischhacker - IDG Germany
Petra Hermann - IDG Germany
Stefanie Taylor - IDG U.K.

ONE YEAR
Mina Ahn - *CIO*
Torben Bjørn Sørensen - IDG Denmark
Jonathan Portch - IDC U.K.
Julio Vial - IDC U.K.

ICU Recognized for Communications Excellence

Out of almost 2,000 entries, *International Computer Update* (ICU), published by the IDG International News Group, received an award of excellence for the Most Improved Desktop Published Publication in the third annual Awards for Publication Excellence (APEX '91).

APEX is sponsored by the editors of Communications Concepts, Inc. and each year awards outstanding work in 10 major categories and 59 sub-categories. Submissions are judged on editorial content and overall communications excellence.



ASIAN EDITION

International Computer Update

The IDG Communications weekly executive report on world computer markets

December 21, 1988 CONFIDENTIAL Vol. 1, No. 50

IBM AGREES TO MAINTAIN EC ANTITRUST ACCORD

PARIS - IBM has agreed to provisionally waive its right to end a four-year-old antitrust agreement with the European Community (EC). The so-called "undertaking" was signed by IBM and the EC's Executive Commission in Brussels in August 1984, leading the EC to suspend an investigation of IBM's business practices in Europe. That investigation, which lasted eight years, centered on European competitors' accusations that IBM was abusing its dominant market position in the mainframe arena.

Under the 1984 accord, IBM agreed to provide competitors, upon request, with technical data on interfacing specifications of its 370 architecture products. According to the commission, about 20 firms have filed 66 requests involving roughly 700 questions. "They were generally satisfied" with IBM's answers, asserted an EC official familiar with the case.

In a joint statement released last week, IBM and the commission

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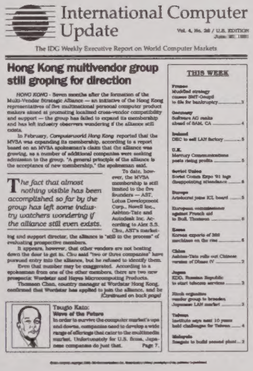
Amstrad dominates U.K. in PC shipments, but not in value.........10

***ICU* as it first appeared in 1988**

ICU was launched in January 1988 in a one-column format. After a readership survey was conducted in mid-1989, the newsletter underwent a redesign. The new format was primarily designed to make it easier for readers to find the stories they were looking for. A two-column format was adopted with bigger, bolder headlines as well as some new sections. A weekly editorial column was also added to offer readers insight about what is happening in computer markets around the world. More graphs and charts were added to help break up the grey.



International Computer Update

Vol. 4, No. 26 / U.S. EDITION

The IDG Weekly Executive Report on World Computer Markets

Hong Kong multivendor group still groping for direction

HONG KONG - Seven months after the formation of the Multi-Vendor Strategic Alliance — an initiative of the Hong Kong representatives of five multinational personal computer product makers aimed at promoting localized cross-vendor compatibility and support — the group has failed to expand its membership and has left industry observers wondering if the alliance still exists.

In February, *Computerworld Hong Kong* reported that the MVSA was expanding its membership, according to a report based on an MVSA spokesman's claim that the alliance was growing, as a number of additional companies were seeking admission to the group. "A general principle of the alliance is the acceptance of new membership," the spokesman said.

To date, however, the MVSA membership is still limited to the five founders — AST, Lotus Development Corp., Novell Inc., Ashton-Tate and Autodesk Inc. According to Alex S.S. Chu, AST's marketing and support director, the alliance is "still in the process" of evaluating prospective members.

The fact that almost nothing visible has been accomplished so far by the group has left some industry watchers wondering if the alliance still even exists.

It appears, however, that other vendors are not beating down the door to get in. Chu said "two or three companies" have pursued entry into the alliance, but he refused to identify them.

Even that number may be exaggerated. According to a spokesman from one of the other members, there are two new prospects: Wordstar and Hayes Microcomputing Products.

Thomson Chan, country manager at Wordstar Hong Kong, confirmed that Wordstar has applied to join the alliance, and he

(Continued on back page)

Tsugio Kato:
Wave of the Future
In order to survive the computer market's ups and downs, companies need to develop a wide range of offerings that cater to the multimedia market. Unfortunately for U.S. firms, Japanese companies do just that. Page 7.

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Malaysia
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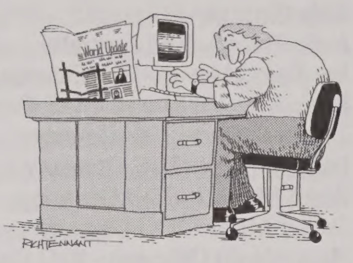
***ICU* as it appears today**

ICU Editor **Sharon Baker** joined the IDG International News Group during the redesign process and helped in the final stages. In April of this year, Baker put *International Computer Update* through another, less drastic redesign. The headlines were made even bolder by using a different typeface and the stories were packaged into more identifiable sections. Baker noted, "In both redesign efforts, the goal was to provide our readers with the most information about the global IT market as is possible in an 8- to 12-page newsletter while making it interesting and fun to read as well."

Off line

Win Your Own

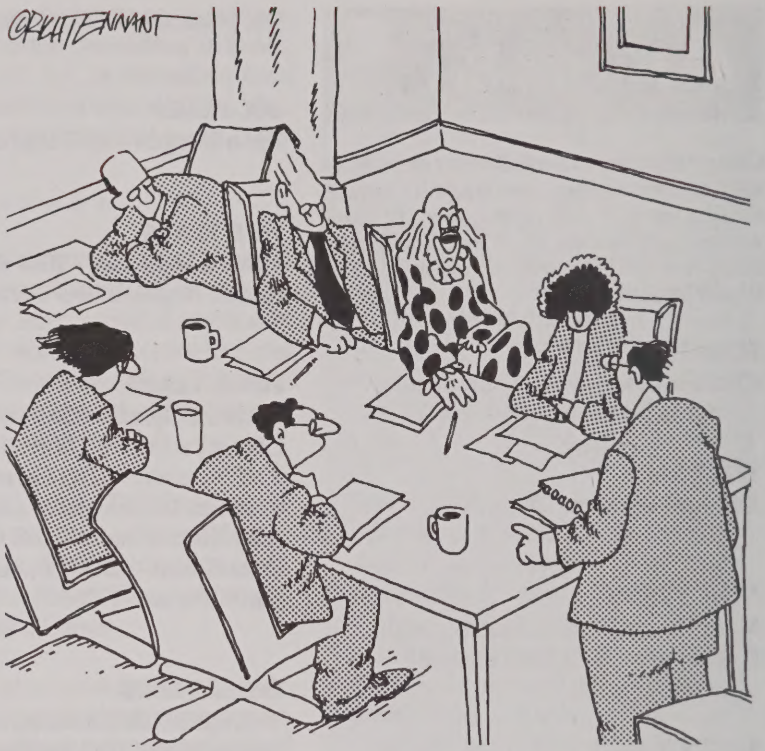


Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 27. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!



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IDG World Update

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IDC Research New Zealand Opens Office in Wellington
- PAGE 5

Send Your Best Photos to the IDG Calendar Contest
- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 28 **JULY 15, 1991**

New Appointments at *GamePro*

IDG Chairman **Patrick McGovern** last week announced that **Patrick J. Ferrell** has been promoted to the newly created post of president of GamePro Publishing Inc.

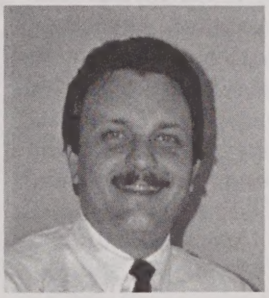
Ferrell has served as *GamePro*'s publisher since founding the video magazine more than two years ago. **John Rousseau**, formerly *GamePro*'s associate publisher, succeeds him in the publisher's post.

Ferrell will now be responsible for the overall performance of the division, which is based in Redwood City, Calif., and will oversee its expansion into new product lines for the consumer market. *GamePro*, a monthly publication targeted at young people ages eight to 20, showcases leading-edge video game products.

"Patrick has demonstrated his abilities by taking *GamePro* into the leading position in its market," said McGovern. "His expertise and strong knowledge of the video game industry, allied to his performance since he founded the magazine, mean that this promotion is richly deserved."

A television show based on the magazine is currently in production and due to air in September. The show will appear in 82 markets across the U.S., representing 70% of the country.

"This is an exciting market and a great opportunity for me to develop new products and reach new audiences," Ferrell said.



Pat Ferrell

Before joining IDG, Ferrell was controller for Tengen Inc., a subsidiary of Atari Games Inc., and regional operations controller for Hamilton Avnet. He has a degree in accounting from the University of Southern California.

Rousseau has served as *GamePro*'s associate publisher for the past year. Prior to joining *GamePro*, Rousseau was director of national advertising sales for *PC Resource* and before that was regional sales manager for VNU Business Publications. He has worked in the publishing industry for eight years and has a degree in marketing/management from Northwood University in Midland, Mich.

John Rousseau

SunWorld Joins Integrated Media, Inc.

***SunWorld* has joined Integrated Media, Inc., the IDG subsidiary that currently publishes *Publish* and *NeXTWORLD*.**

***SunWorld* had been part of IDG Peterborough since its acquisition from Sun Microsystems in March 1990. Since that time, circulation more than doubled, frequency increased to monthly and market share grew close to 50% of the three-magazine market.**

The decision to move under IMI's wing was due in part to the San Francisco-based division's familiarity with technically complex markets, while Peterborough's publications are more consumer oriented.

"We are pleased that *SunWorld* is joining up with us," said IMI President Gordon Haight. *SunWorld* has a very promising future, and we will work hard to attain the aggressive growth goals we feel the magazine can meet."

Conference Brochure Builds on *CIO*'s Image

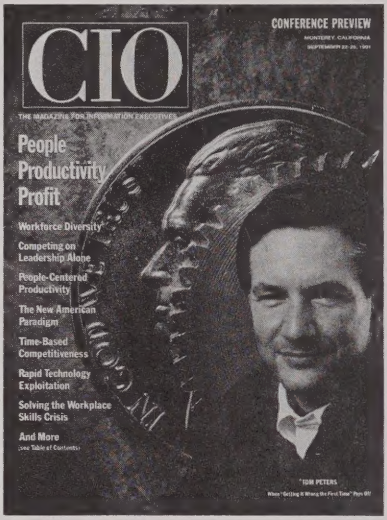
A dizzying number of conference sponsors vie for the hearts, minds and wallets of business executives each year. Rising above the competition is a formidable marketing challenge.

CIO's next event in its CIO Perspectives series, "IT and the Corporate Agenda: People, Productivity and Profit," is slated for September 22-25 in Monterey, Calif. Last month, *CIO* tested a new promotional vehicle for the conference that has so far yielded impressive results. **Lynda Rosenthal**, general manager for executive programs, created a 16-page, four-color brochure with the look and feel of the magazine—complete with editorial and a similar cover style—and bound it into the June issue as the centerfold.

In addition, 26,000 other prospective attendees received just the brochure, which was mailed with cheshire labels to further simulate the magazine.

Rosenthal explained that of the three elements used to "sell" a conference—the location, the speakers and the sponsor—her priority was to emphasize *CIO*'s sponsorship. "I wanted to establish our event as 'the' conference for chief information officers and also tie in so closely to the magazine that there'd be no doubt in anybody's mind who the sponsor was," she said.

Detailed information about the agenda, speakers, location and registration doesn't appear in the program until page six. Instead, page two features a masthead-like column that serves as the table of contents and a conference overview in the style of a letter from Publisher **Joe Levy** and Rosenthal. Page three begins a three-page article, "People: The Key to Competitiveness," that echoes both the conference theme and *CIO*'s design.


CIO
THE MAGAZINE FOR INFORMATION EXECUTIVES
CONFERENCE PREVIEW
MONTEREY, CALIFORNIA
SEPTEMBER 22-25, 1991
People
Productivity
Profit
Workforce Diversity
Competing on Leadership Alone
People-Centered Productivity
The New American Paradigm
Time-Based Competitiveness
Rapid Technology Exploitation
Solving the Workplace Skills Crisis
And More
(see Table of Contents)
TOM PETERS
When "Getting It Wrong the First Time" Pays Off!

***CIO*'s conference brochure depicts the "People, Productivity and Profit" theme with pictures of one of the speakers, a cog and a coin.**

Rosenthal has dubbed the product an "educhure" or "infochure," a brochure that reflects the educational value of the conference program itself.

In keeping with the educational theme, the back cover of the brochure includes a public service "ad," designed in the style of a sidebar, for a non-profit organization that provides business training and internships for high school students.

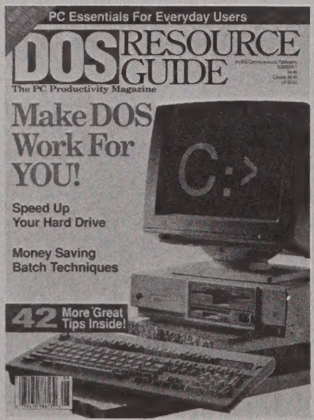
The "educhure" concept has been a success on many fronts. The target audience has responded favorably, and registration is well ahead of schedule. In addition, Rosenthal said that there was a significant cost savings in printing the brochure with the issue of the magazine.

Copies of the brochure will also be tipped into the July and August issues of *CIO*.

DOS Resource Guide

One of IDG Peterborough's newest products, the *DOS Resource Guide*, will soon be on U.S. newsstands. Edited by Jeff DeTray, director of technology research, it is the third publication to be created from reprinted *PC Resource* material.

The magazine contains feature articles on six topics, including "Mastering Your Hard Drive" and "File Maintenance Magic," and 42 tips from experienced users. A print run of 125,000 has been ordered, and newsstands will be asked to carry the guide for two months.


PC Essentials For Everyday Users
DOS RESOURCE GUIDE
The PC Productivity Magazine
Make DOS Work For YOU!
C:>
Speed Up Your Hard Drive
Money Saving Batch Techniques
42 More Great Tips Inside!

Tag Line Update

IDG headquarters has released the latest, official tagline for press releases: Headquartered in Boston, MA, International Data Group is the leading global provider of information services on information technology, with annual revenues of $620 million (U.S. dollars) and 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corporation (IDC), is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corporation, runs 48 computer-related exhibitions and conferences in 18 countries.

On line

ASK BILL

Q When researching an acquisition, how do you assess the value of the company?

A There are many factors to be weighed in valuing an acquisition, almost all of which have an effect on value. These have to do with the nature of the business, the people running the business, market share, growth opportunities, ability to globalize the existing products, etc.

The methodology used in coming up with a value can be a multiple of after-tax earnings, a multiple of cash flow (often used in valuing publications), a multiple of revenues, a weighted combination of net worth and after-tax earnings, a three-part formula weighting net worth, current earnings, and discounted future earnings.

So, there is no "one size fits all" methodology for valuing an acquisition. Basically, what it comes down to is what the seller wants and then adapting the payout to the seller's needs, yet keeping the acquisition price within the realm of what the true market value would be.

Q How are the employees from a newly acquired business unit vested? For example, if an individual has been with Lotus Publishing for four years, is that employee considered four years vested with IDG?

A When IDG acquires a new business unit, vesting in IDG benefit plans commences from the date of acquisition.

Q In light of the banking situation in New England, does IDG have any contingency plans?

A In that IDG is a client of a major regional bank, it is unlikely that any disruption in service would take place in the event of a federal takeover since the takeover is usually transparent to the corporate clients of the bank. The important issue for individuals as well as companies is to have zero exposure to losses on deposits. Our major bank is used primarily for services such as cash management, payroll, money transfers, letters of credit, etc., rather than as a depository; all of these services can easily be duplicated by other major banks.

Q Could you summarize your role in the budget process?

A My role, along with that of the rest of the IDG Executive Committee, is to review and critique the budgets submitted in light of historical data and current and future trends in order to ensure that we have realistic and achievable plans. The collective knowledge of the committee often pinpoints areas of weakness. This information is then communicated back to the operating units.

Q Although I understand it is not IDG's policy to engage in bidding wars, how does IDG combat the temptation executives clearly feel when lured by the competition with large sums of money?

A I should point out that in all of the compensation surveys performed over the last several years, IDG has always shown up as being extremely competitive. Also keep in mind that employees departing to the competition almost inevitably overstate their compensation. Lastly, the economics of doing business rule that companies with unusually high costs are at a disadvantage in the marketplace in that eventually those costs have to be passed back to the customer through higher prices. Higher prices in turn put you at a disadvantage with your competition.

By remaining focused on the corporate goals and adhering to our corporate values, IDG will continue to provide opportunities and a work environment that cannot be matched by the competition.

Q Will the unification of the European market in 1992 have an effect on the financial operations of IDG's European business units?

A Fortunately, the unification of the European market in 1992 will have no effect on the financial operations of IDG's European business units. We do expect that after 1992 our Western European operating units will benefit as a result of being able to offer cross-border marketing arrangements to multinational European companies looking to expand market share within the EEC.

Q The announcement of Bob Farmer's appointment as vice chairman mentioned that he will guide relationships with the investment banking community. Now that he will be taking that over, will you assume any additional responsibilities?

A Heretofore, as a result of being privately held and not in need of outside equity or debt money, our contacts with the investment banking community have been primarily related to acquisitions and strategic alliances that have required little of my time. As in the past, any future dealings with investment banking firms will require the input of the chief financial officer.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Noteworthy!

PROMOTIONS

Bonnie Welsh-Carroll has been promoted to vice president of circulation and planning for IDG Peterborough. She most recently served as corporate director for those areas, responsible for the audit and statistics, special projects and single copy sales departments. Welsh-Carroll joined IDG Peterborough in 1981 and has held positions as editor-in-chief of the software publishing subsidiary, direct marketing manager and circulation director.

NEW APPOINTMENTS

Michael Connor joins Installed Technology International as market research associate. Previously a district manager with *The Enterprise* where he was responsible for newspaper distribution, he is a graduate of Southeastern Massachusetts University. Connor enjoys basketball, golf and running.

■ ■ ■

Alan R. Kaplan has accepted the position of executive editor, features, for *PC World*. Previously the president of American Index Systems, Kaplan has a B.S. and has done academic work at both Boston University and Northeastern University.

Dan Miller is the new Andrew Fluegelman intern at *PC World*, where he will provide editorial assistance. He has worked as a stringer for *The New York Times* and as a teaching assistant at the University of California. Miller received his M.J. from the University of California at Berkeley and an A.B. from Harvard University.

IDG Korea Celebrates Two Years

Close to 50 IDG Korea staff members recently celebrated their second full year of operation under the IDG umbrella with an evening of festivities at the Sejong Hotel in downtown Seoul.

During the course of the evening, two employees, **Lee Gun Hee** and **Lee Soon Sil**, were presented with cash prizes and citations in recognition of their outstanding efforts.

Publisher and President **Young-sil Gimm**, Advertising Manager **Young-do Chang** and Sales Manager **Jun-bin Gimm** were also recognized for being with the company since its inception in 1989.

(주)하이테크정보세계
HI-TECH INFORMATION INC.

According to Y.S. Gimm, "Teamwork, persistence and just plain hard effort has brought remarkable results for IDG Korea. In just two years we have managed to put our books in the black."

The two-year celebration also served as a night of recognition for those employees who have been burning the midnight oil. Y.S. Gimm explained, "One recent and unique development at IDG Korea was the unexplained entries that were appearing in our accounting books. We had it on record that a large amount of cash was being spent on cots. After an investigation, we found that an increasing number of our dedicated reporters had stubbornly refused to go home due to their demanding work schedule, and were sleeping at the office. For those midnight oil-burning reporters, IDG Korea gladly had the main office supply them with cots."

In order to accommodate its ever-expanding staff, IDG Korea is planning to move in August to a new location with three times the amount of floor space.

Aruba Today Gets IDG Tips and Techniques

PC World
Publish
Aruba TODAY

Everywhere in the world, IDG publications are at work helping people do their jobs better. On the island of Aruba in the Caribbean, a new daily newspaper called *Aruba Today* was launched this spring. Ad Manager Victor R. Winklaar is a regular reader of *PC World* and *Publish* and finds that both offer tips to help *Aruba Today* function more smoothly. The newspaper relies on PC-based desktop publishing equipment to produce the daily 16-page edition.

IDC Opens New Zealand Office

Since opening for business this past February, IDC Research New Zealand has begun to establish a name for itself under the direction of Representative **K.J. (Jack)Webber.**

Services currently offered include the continuous information service, client consulting, multi-client studies, Asia Pacific competitive industry digest, industry briefing sessions and on-site briefings.

IDC Research New Zealand
31 Ganges Road
Khandallah, Wellington
New Zealand,
Telephone 64-04-791-989
Fax 64-04-793-707.

Webber has contacted all major vendors and service suppliers and has already conducted one on-site briefing. Industry briefings are scheduled for September in Wellington and Auckland. He also plans to offer full Micro Storeboard and datafile services before the end of the year.

A ONE-MAN TEAM

Webber currently reports to IDC Australia General Manager **Len Rust** and, as IDC Research New Zealand's sole staff member for the time being, gets assistance as needed from his colleagues in Sydney.

"Apart from market sizing, the chief interests of the New Zealand IT community are Unix, workstations, and overseas trends in such areas as distributed processing, outsourcing and systems integration," Webber said.

Before joining International Data Corp., Webber spent 31 years with IBM focusing primarily on market research, motivational programs and competitive analysis.

During 1989 and 1990 he worked out of the regional office and was responsible for market intelligence for mid-range systems throughout the area and for total market analysis in Australia and New Zealand.

An honors degree graduate in economics from the University of Canterbury, Webber also spent five years in sales with Mobil.

New Numbers at IDG Business Units

New phone and fax numbers for publishing operations at Informatica Ciisa in Chile, IDG Bulgaria and Computerworld Colombia are:

INFORMATICA CIISA
Phone: 562-204-7677
Fax: 562-204-7245

IDG BULGARIA:
Fax: 359-2-802-652

COMPUTERWORLD COLOMBIA:
Phone: 571-310-0199
571-310-2393

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Janet Sparre - T.I.S.C.

TEN YEARS
Scott Mace - *InfoWorld*

SIX YEARS
Keith Arnot - IDG U.K.
Jonathan Sacks - *InfoWorld*

FIVE YEARS
Claudia Burger - IDG Germany
Walter Martignoni - IDG Italy
Ken Hoyt - IDC

FOUR YEARS
Kelly Nadir - *InfoWorld*

THREE YEARS
Jane Cote - IDG Peterborough
Mary Margaret Lewis - *Macworld*
Martha Katt - *Macworld*
Shirley Corbett - IDG Australia
Barbara Robinson - IDG Australia
Massimo Canzona - IDG Italy
Joachim Hofmann - IDC Germany
Doug McLeod - IDC

TWO YEARS
Giulio Ferrari - IDG Italy
Fredrik Berchtold - IDG Sweden
Kristin Miller - IDC

ONE YEAR
Mark Cappel - IDG Peterborough
Kristina Nilsson - IDG Sweden
Lennart Stenberg - IDG Sweden
Carin Ståhl - IDG Sweden
Jeffrey Pinta - *Digital NEWS*
Loel Westermann - IDG List Services
Dana Kagno - IDG
Deb Moran - IDC
Robin Pendleton - IDC

Calendar 1 2 3

- **AUGUST 6-8**
PC Windows/Sydney
Darling Harbor Exhibition Center
Sydney, Australia

- **AUGUST 6-9**
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

- **SEPTEMBER 3-5**
Publish '91
Darling Harbor Exhibition Center
Sydney, Australia

- **SEPTEMBER 22-25**
CIO Conference: "IT and the Corporate Agenda: People, Productivity & Profit"
Hyatt Regency
Monterey, CA

- **SEPTEMBER 23-25**
European Managers Meeting
Barcelona, Spain

- **SEPTEMBER 23-24**
Macworld Product Line Meeting
Barcelona, Spain

- **OCTOBER 8-10**
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

- **OCTOBER 15-18**
CD-ROM Expo
Washington Hilton
Washington, D.C.

- **OCTOBER 21-25**
Comdex
Las Vegas, NV

- **OCTOBER 23-27**
Hi-Tech/Ankara
Ankara, Turkey

Scenes from South America

After IDG Venezuela General Manager Kalman Von Vajna Nagy welcomed his South American colleagues and President Walter Boyd kicked off the meeting, Patrick McGovern took the stage to offer an IDG global update at last month's gathering of Latin American managers.

After a full day of intensive meetings, Latin American managers and guests gathered at the Izcaragua Country Club for dinner. From left: IDG International News Group President David Hill, IDG President Walter Boyd, Dr. Luzmaya von Vajna Nagy, IDG Chairman Pat McGovern, IDG Venezuela General Manager Kalman von Vajna Nagy, President of Corporate Services Marion Kibbee and IDG Spain General Manager Paco Zabala.

Job Opportunities

Revised: July 15, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	P/T Department Assistant	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer (2)	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Technical Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	New York Bureau Chief	*InfoWorld*, Armonk, NY	D. Vieraitis	(415)329-4602
PCW	Subscription Director	*PC World*,San Francisco, CA	H. Martin	(415)978-3302
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Circ. Renewal & Billing Coord.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Editorial Assistant	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant (B)	*PC World*, Natick, MA	E. Sanderson	(508)820-0440
PCW/CS	Admin. Asst. Acctg/Operations	Central Services, San Francisco, CA	P. Murphy	(415)978-3365
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
MAC	Assistant Editor (New Products)	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Editorial Assistant	*CWPI*, Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)978-0700
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK July 15, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

EVENTS MANAGER (IDG/MARKETING SERVICES)

Responsible for all planning and coordination of events for major advertising clients, to include all logistics, tracking budgets and on-site management of events/seminars. This position reports to the Vice President of Marketing. Candidates should possess 2-3 years of events planning within the high tech industry. Experience in a Macintosh environment preferred. Must be willing to travel 30% of the time.

P/T DEPARTMENT ASSISTANT (IDG/RESEARCH SERVICES)

Responsible for helping with the coordination of research projects, including work on a PC, coding and scheduling of surveys, and other various office support duties. Candidates should be detail oriented and able to handle multiple tasks and deadline pressure. PC experience is a plus. 20-29 hours per week. Paid prorated sick, vacation, and holiday time.

RESEARCH ANALYST, APPLICATION DEVELOPMENT TOOLS AND SYSTEMS LEVEL SOFTWARE (IDC)

Responsible for following the data base management systems (DBMS), fourth generation languages (4GL), Computer Aide & Software Eng. (CASE), Information Center and Data Center tools markets. Also responsible for producing program deliverables, to include one bulletin every 2 weeks and a major report every quarter. This research is over 80% quantitative in nature. Requires a BA in engineering, science, computer science or quantitative social science or marketing, experience using 4GL's, CASE & PBMS products, and knowledge about the issues facing data centers & MIS departments.

ADMINISTRATIVE ASSISTANT (B) (PCW)

Responsible for clerical and office support, which includes word processing, maintaining client database, processing media kits requests, customer service, and general support as needed. IBM PC or compatible experience in word processing, spreadsheets, and database a must. Excellent organizational and communication skills required.

CONFERENCE ADMINISTRATOR (IMI)

Responsible for developing contacts and strategy for conferences and seminars held in conjunction with 3rd party vendors, joint ventures for IMI Publications, developing sales of these programs for sponsorship, and general administration of department and all conferences with relation to this division. Candidates should possess jr. sales ability, computer knowledge, market knowledge, strong organizational skills, ability to work independently, and good written and oral communication skills.

ASSISTANT EDITOR (NEW PRODUCTS) (MAC)

Responsible for researching and compiling New Products and updating departments, visiting vendors on a regular basis, and representing the magazine at industry events. Also responsible for apprising editors of product announcements and arranging product demonstrations. Requires a basic familiarity with microcomputers, experience in the Macintosh marketplace/industry, supervisory and organizational skills, experience in managing information and products, and writing & editing abilities adequate to perform duties as outlined. Technical background is preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	JobHotline
TISC/LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge/Sheila O'Brien	Job Hotline
GPI/SWP	(603) 924-0100	(603)924-0281
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

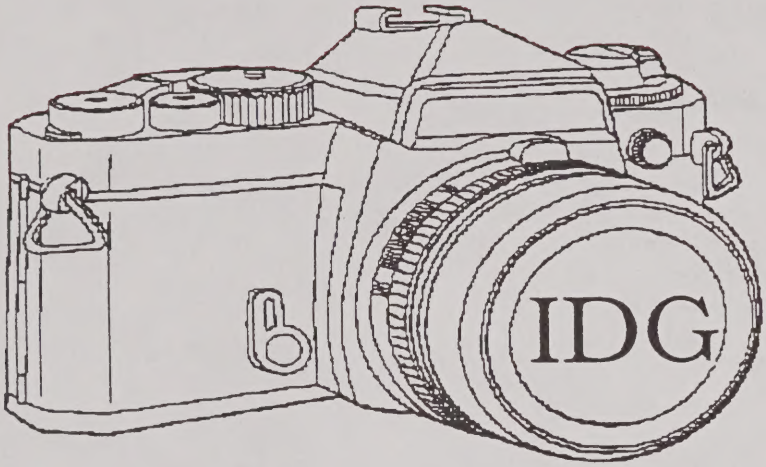


Photo Calendar Contest

The 8th annual IDG Photo Calendar Contest is under way! Here's your chance to capture your world on film. The subjects and locations are up to you. Twelve outstanding photos will earn a place in the 1992 IDG Photo Contest Calendar.

- Winners will receive:

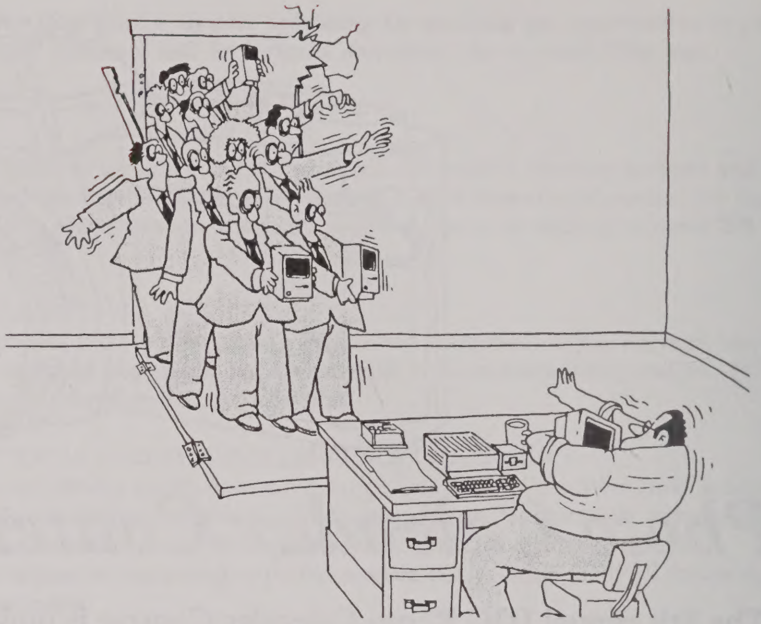
1st prize	US$250
2nd prize	US$100
3rd prize	US$75
Honorable mentions (9)	US$50

- All photos will be judged by a panel of IDG representatives.
- Submit up to two color or black-and-white glossy prints or 35mm slides. Photos must be submitted as developed; no retouching will be allowed. Photos will only be returned upon request.
- Entries must be clearly labeled with your name, business address and telephone number.
- Please send photos to:
  IDG Photo Calendar Contest
  c/o Nicole Kassel
  IDG Headquarters
  One Exeter Plaza, 15th Floor
  Boston, MA 02116-2851

Entries must be received by September 30, 1991

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Jeremy Judson will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* painters caps. Remember to watch for the next "Off line" cartoon on July 29.



All the years of willful procrastination finally resulted in Ted's worst nightmare: "Night of the Living Upgrade."

- Jeremy Judson, IDG Books

HONORABLE MENTIONS:

IDC researchers have discovered the real reason behind Apple's 85% increase in Macintosh sales.
-**Mark Cappel**, *SunWorld*

"Oh, no! Not *more* Apple dealers."
-**Katharina Bauer**, IDG Australia

"No, you can't have a copy of my System 7.0 upgrade!"
- **Edward Lim**, *Computerworld Southeast Asia*

The Dead of the Night Computer Club seeks donations.
- **Jill Wood**, IDG Peterborough

"No! I won't succumb to a Mac attack!"
- **Madeleine Spencer**, IDC Framingham

Invasion of the BIOS Snatchers
- **Linda Spector**, *PC World*

Little did poor Diesel Spindler know that the dawn of new life for the low-end Mac was to be followed inevitably by the "Night of the Living Macheads."
- **Roger Strukhoff**, *SunWorld*

"Night of the Living Deadly Embrace"
- **Derek Hulitzky**, *Computerworld*

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

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IDG *World Update*

VOLUME 21, NUMBER 29
JULY 22, 1991

circulation

cir • cu • la • tion \ ser-kew-`la-shun\ n : (1) : the number of copies sold by a publication through subscription and/or newsstand sales.

Special Issue on Circulation

Circulation is perhaps the most strategic of all specialities within publishing. To the observer, the task of attracting subscribers may seem simple. However, finding and keeping the optimum number—and caliber—of readers in an efficient and cost-effective way is a complex process filled with variables and intangibles. This week, IDG World Update *takes a look at some of the many facets of circulation at IDG. Distribution, including single-copy sales, will be examined in another issue.*

Macworld Boosts Readership

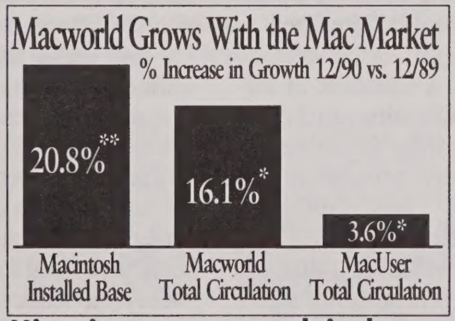
Riding the continued robust performance of the Macintosh market, *Macworld*, effective with its January issue, will increase its average qualified rate base to 435,000.

Macworld's optimism is reinforced by the release of System 7.0, which *Macworld*'s President/CEO and Publisher **Jim Martin** believes will add more fuel to the market's already explosive growth.

"The release of System 7.0 gives still more reasons to buy Macintosh, while giving current users incentive to upgrade or buy more powerful machines to make the most of its powerful features," said Martin.

"*Macworld* will be the first place business buyers look for new 7.0 -compatible applications and more advanced hardware, as well as for ways to integrate 7.0 into their business environment. Several new Macintosh platforms can only push sales even higher."

This announcement follows a period of strong growth for the magazine. From February to August 1991, *Macworld*'s official rate base was 385,000. Yet, during that time, the magazine was actually delivered to a qualified circulation of 400,000.



Mirroring strong growth in the Macintosh market, *Macworld's* circulation expanded nearly 4-1/2 times that of its closest competitor.

*Source: BPA ConsumerTrac Magazine, December 1990.
**Source: IDC, July 1990.

What is Circulation?

At IDG, circulation directors play a key role in the success of their publications by ensuring that they reach the target readership. Inextricably bound to the quality of the editorial product, circulation is a delicate blend of art and science encompassing a host of activities.

DATABASE MANAGEMENT: subscription fulfillment, billing, audits and statistics

DIRECT MARKETING: mailing promotional material for new subscribers, renewals or requalifications

DISTRIBUTION: issues mailed to subscribers and newsstand sales

CUSTOMER SERVICE

ACCOUNTING/BUDGETING

Circulation Jargon

CONVERSION:
First-time renewal, or the process of changing a charter (trial) subscription to paid

RENEWAL:
The second time a subscriber renews

PURE RENEWAL:
Third and subsequent renewals

DROP:
A mailing

ROLLOUT:
A large-quantity mailing based on a successful test

PULL:
Response rate

A/B SPLIT:
Selecting every other name on a mailing list

PREMIUM:
A free gift that accompanies a new subscription or renewal

KILLS:
Names dropped from a list

CONTROL PACKAGE:
The direct mail package proven to always pull the best

HARD OFFER:
A straightforward offer to send the publication for a specific price

SOFT OFFER:
Enticing the subscriber by offering the best deal possible, such as offering a limited number of free issues, after which the customer can subscribe or cancel the offer without paying for any of the trial issues

Audit Agencies Verify Statistics

Advertising revenue is critical to the health of any publication. Circulation plays a key role in attracting advertisers by defining and delivering the audience those advertisers want to reach.

Most of IDG's publications have their circulation statements verified by an outside auditing agency. While IDG does not require any publication to submit to an audit, doing so "lends validity to what the publisher is saying and builds credibility with advertisers," said **Maureen Burke**, *Computerworld*'s director of circulation management. The statements are often used as a sales and marketing tool.

The two major audit agencies are Audit Bureau of Circulations (ABC) and Business Publications Audit of Circulation (BPA). Originally, ABC was geared to consumer publications with paid subscribers, while BPA handled trade press with controlled circulation. Now, each agency handles both kinds of publications, and the decision behind choosing an agency is usually based on comparability with the competition and which statement advertisers are most used to reading.

Publications can file for membership in an audit agency at any time, even before publishing the first issue. Once the application is submitted, the publication has 18 months to complete the initial audit. Audits take place annually, but publishers statements are printed twice a year, in June and December. One statement serves as an interim statement, the following one is verified.

Business publications are audited differently from consumer publications, in part because business-related advertisers demand more information on readers to better target their ad dollars. Consumer publications do not have to report renewal percentages or classification of readers, for example. For business publications, the statements include detailed information on the subscribers' areas of responsibility and purchasing power based on each of the items on the qualification card.

Outside the U.S., rules surrounding audit requirements vary tremendously. Publications can use an international division of one of the two major agencies or an agency based in that country.

Service Bureaus Handle A to Z

A service bureau, also known as a fulfillment house, is an integral partner of any circulation department.

Service bureaus provide valuable assistance, taking on labor-intensive chores and give the circulation staff the freedom to tackle more strategic responsibilities. The bureau provides a multitude of services from which a publication can choose. These include maintaining the subscriber list, (including all new subscribers and address changes and deleting undeliverables) sending out billing and renewal notices, developing statistical reports, running labels or tapes and delivering them to the printer, and compiling audit reports. Updates are usually given to the circulation director weekly or monthly, depending on the publication's frequency.

Each IDG office in the U.S. chooses its service bureau based on cost and services. Since much of the work is monitored by phone, fax and mail, geographic closeness isn't necessary, but many publications prefer the bureau to be in the same time zone. Publications usually have an on-line hook-up to the bureau, and some, such as *Network World*, can actually go into the file and make adjustments themselves, while others, such as *Computerworld*, have "inquiry only" access.

While service bureaus handle a significant amount of work, circulation directors are constantly monitoring their performance to make sure that information is being processed in a timely matter.

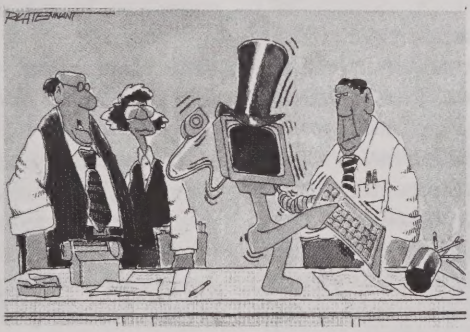
Many publications outside the U.S. don't have the luxury of full-service fulfillment houses. Those circulation directors handle much of the demographic and statistical information themselves and rely on a mailing house for the more straightforward chores such as maintaining the subscriber list and running labels.

Effective Direct Marketing Attracts Subscribers

The process of direct marketing is by far the most dynamic facet of circulation. Circulation directors must continuously test their direct mail packages for both new subscribers and renewals to determine what works best. Even successful packages must be re-examined periodically in the face of changing subscriber preferences and economic conditions.

Dozens of elements are tested in a direct mail package, including copy, price, premium, stationary color, "action-devices" (such as having the reader affix the postage or a sticker to indicate interest) or delivery method (first- or third-class mail or other routes). **Deb Winders**, circulation director at *Digital NEWS*, for example, recently tried a peel-off sticker on a double postcard and improved the response about 6%.

Many IDG offices rely on freelancers for their direct mail copy. Circulation directors generally agree that it's important to have access to a variety of styles to appeal to readers who may get several mailings over the course of a year or two. *Computerworld*, for example, designs the direct mail package in-house but hires freelancers to create the copy.



CW currently uses this cartoon in a personalized double post card offer targeted to new subscribers.

Not surprisingly, direct mail packages for paid and controlled circulation publications have their own distinctive tone. Controlled publications favor more conservative packages, while paid publications tend to have lighter feel both in copy and design.

Among all IDG publications, *GamePro* packages are perhaps the most distinctive. According to Circulation Director **Maureen Kaminski**, it copywriters make heavy use of words such as "like," "awesome" and "big bucks" in their pitch to a primarily adolescent readership.

PREMIUMS

Premiums, usually the exclusive domain of paid publications, are often an important lure for attracting subscribers and for improving the renewal rate.

Carol Spach, director of circulation promotion at *Computerworld*, said the only premiums *CW* used to offer were calculators for new subscribers. Now, *CW* also offers premiums at all stages: coffee mugs for first-time renewals and desk pen and pencil sets for second-timers. Spach said premiums are particularly important since *Computerworld*"s primary competition is controlled circulation, and readers enjoy a little extra reward for paying for their subscription.

Premium policies vary tremendously. IDG Germany offers a gift to subscribers who pass along the name of a friend who eventually subscribes. *CW Argentina* offers a "Subscriber Card" that provides economic advantages: supplier discounts, special vendor promotions, and access to shows, conferences and seminars in which IDG or IDC participate.

Shirley Ingram, circulation director at IDG Australia, said she's had mixed results with gifts and that the best premium seems to be a discount in price. A "hold-it-all" desk companion, offered with a discount to *Compterworld Australia*, recently pulled in a return rate of 10%. *CW Switzerland* also avoids premiums and promotes a "demo subscription" at a favorable rate, then tries to convert the subscriber to the regular rate. **Jean Paitel**, circulation director at IDG France, actually eliminated direct mailings last year because return rates were very low even with a useful gift: a computer-related French/English dictionary.

TRIAL SUBSCRIPTIONS

While Paitel has discontinued traditional direct mail letters, he, like many other directors, continues to rely on trial subscriptions as an effective promotion. He sends potential subscribers eight free issues of *Le Monde Informatique* and three free issues of the monthly publications, followed by up to three subscription forms. This is his most successful method of gaining new subscribers, with an average subscription rate of 10% to 20%, depending on the publication.

RENEWALS

Virtually all publications strive to have renewals as their number one source of subscribers, because renewals are the most important and most efficient source of subscriptions.

The general philosophy followed by circulation directors is "keep doing renewals until you start to lose money on the promotion." It's much less expensive to keep a renewal than gain a new subscriber because of the substantial costs of developing a direct mail campaign.

At *Computerworld*, advance renewals begin about eight months before the subscription expires. *CW* breaks down its appeals into two advance renewal notices, six general notices, three about-to-expire notices and a wrap around the cover on the last issue.

For controlled publications, renewals are called "requalifications." In general, controlled publications have a higher requalification rate than the paid publications' renewal rate.

Nevertheless, circulation directors at controlled publications expend just as much energy keeping subscribers as their colleagues in the paid markets. Controlled subscribers must be requalified every year to conform to audit requirements. Like the strategy at paid publications, requalification campaigns also consist of a combination of direct mail pieces, cover wraps and telemarketing.

Large Readership Pool Requires Paid Circulation

Paid Circulation

For publications geared to a larger arena of special interest consumers where target readers must be ferreted out of a diverse group of industries, titles and job functions, paid circulation is necessary to foot the bill for the circulation acquisition work required to find prospects.

Heather Martin

IDG World Update *asked Heather Martin, PC World's vice president of circulation, to share some views on what her job involves.*

WU: As *PC World's* Vice President of Circulation, what are your job responsibilities?

HM: My job is to plan and budget the circulation activities necessary to build and maintain *PC World*'s circulation to support the magazine's overall publishing strategy. Providing accurate rate base and financial forecasts is an important part of my job; as is recruiting, managing and training a first-class circulation team. In addition, I serve as a member of PC World's management team which sets company goals, objectives and policies. Finally, I work on many new projects which, in the last year alone, have included: launching the Test Drive Demo disk program, launching *PC World*'s first card deck, developing proprietary research studies, managing trade show booth promotions, serving on the cover design committee and assisting with financial reviews of potential launches and acquisitions.

WU: What considerations are involved when deciding if a magazine is going to be controlled or paid?

HM: When a publication serves a very tightly defined business market, advertisers in that market generally know exactly who the buying decision makers are and prefer controlled circulation publications. If the controlled publication is must-read business information for the audience and purchasing authority is high, then advertisers will generally pay higher rates to reach these prospects so controlled circulation is profitable. Renewal rates tend to be very high when the publication is controlled, and circulator's task is more weeding out the undesirables then casting the net for new prospects.

For publications geared to a larger group of consumers where target readers must be found among a diverse group of industries, titles and job functions, paid circulation is necessary to pay for the cost of finding readers. Paid circulation also provides evidence to advertisers that readers place a high value on the publication.

Many publications today successfully marry controlled circulation and paid circulation to serve special reader and advertiser constituencies. *Macworld*' and *Lotus* are two examples of such publications within IDG. The *Macworld* program works roughly as follows: someone who's just bought an Apple computer or Lotus software and returned a warranty card gets six issues of *Macworld* free. Many readers get hooked and want to continue on their own as paid subscribers. The result is the best of both worlds.

WU: As a paid circulation, when do you decide to increase circulation?

HM: We set circulation levels to match the growth of our target market and , to a lesser extend, to stay competitive with other publishers. We compare not only the raw circulation numbers reported on publisher's statements, but the quality of the audience we are delivering vs. the competition as reported in syndicated research. Before deciding to increase circulation, we evaluate a number of factors including: the current market penetration of our target audience, historical and projected shipment rates, anticipated competitive circulation growth,and the cost to acquire the additional circulation. Finally, circulation increases are weighed in light of increased advertising revenues projected after circulation and manufacturing expense have been accounted for.

WU: How often, and what type of test packages does PC World use?

HM: We place a great deal of emphasis on testing in all our circulation activities. Last year, we conducted more than thirty new business tests and forty-four renewal tests. Some tests were simple copy tests, others involved creating new disk premiums or totally new packages. It's a lot of work, but it's essential. When you find a winner, it can make all the difference in the following year's budget.

WU: Do you participate in outside circulation organizations?

HM: I am a member of the Direct Marketing Association's microcomputer marketing council, a BPAA Certified Business Communicator and participate in activities sponsored by our local Silicon Valley BPAA chapter. In addition, I attend circulation trade shows and workshops sponsored by the DMA, BPA, Folio, and various magazine wholesaler associations.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK July 22, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SALES MANAGER (IDG/LIST SERVICES)

This position reports to the President and will head a team of two account executives in our growing list services area. Major responsibilities include implementing sales strategies and managing accounts and sales. This highly visible position requires 3 years proven success in sales, 1 year sales management experience, and excellent written and oral communication skills. Knowledge of direct marketing or computer industry is a plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW TISC/LPC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge/Sheila O'Brien (603) 924-0100	Job Hotline (603)924-0281
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

Job Opportunities

Revised: July 22, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Editor in Chief	*LOTUS*, Cambridge, MA	M. Stephens	(508)935-4568
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer (2)	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Technical Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)329-3501
PCW	Subscription Director	*PC World*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Asst. Technical Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3222
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Circ. Renewal & Billing Coord.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant (B)	*PC World*, Natick, MA	E. Sanderson	(508)820-0440
PCW/CS	Admin. Asst. Acctg/Operations	Central Services, San Francisco, CA	P. Murphy	(415)978-3365
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
MAC	Assistant Editor (New Products)	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)978-0700
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

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Highly Qualified Audience Key to Controlled Circ

Controlled Circulation

By collecting extensive demographic data on potential readers, a controlled publication has the uncanny capability to target the most influential product purchasers within a given market, thus delivering the highest quality targeted audience to the advertiser.

IDG World Update *asked* Network World *Director of Circulation Richard Priante and Fulfillment Manager Renee Visconti to share some views on what their jobs involve.*

WU: As members of the Circulation Department at *Network World*, could you describe your job responsibilities?

NW: To maintain, enhance and direct the integrity of our subscriber file and database, and to put forth an audited analysis of our circulation that will give our sales force the tools needed to best serve our advertisers and to bring our publication to the No. 1 position within the market. We also perform analysis to maintain a competitive advantage.

Richard Priante

WU: What are the benefits/disadvantages of a controlled vs. paid circulation pub?

NW: Control is the key! By collecting extensive demographic data on potential readers, a controlled publication has the uncanny capability to weed out the window shoppers and tire kickers of the world. A controlled publication targets the most influential product purchasers within a given market, thus delivering the highest quality targeted audience to the advertiser. Admittedly, a revenue stream is lost by not collecting a nominal subscription fee, however, this lost revenue can be made up by selling value-added products such as market surveys based on subscriber demographics and by not having to do extensive and costly research studies. The controlled reader does have to suffer the effects of not receiving his free "Ronco, you-name-it-and-it-does-it-for-free" premium.

WU: Why are there relatively few controlled circulation publications vs. paid?

NW: Controlled publications are most prominent in highly targeted market segments where a limited audience exists, whereas paid publications are most prevalent in mass audience situations.

WU: How do you qualify a potential reader to receive *Network World*?

NW: In layman's terms, to qualify for a free subscription to *Network World* one must have a high level of purchasing influence for networking products and services and be involved within an organization which plans, develops, implements and uses enterprise-wide networks.

WU: How does selling advertising compare in a controlled circculation vs. paid circulation publication?

NW: Selling advertising in controlled and paid publications is similar in that what you are selling is editorial product and quality of the reader. A controlled publication uses actual subscriber demographics to sell advertising space, whereas a paid publication must rely on research studies projected from small samplings.

WU: When and how do you decide to increase circulation?

NW: Depending upon where in the life cycle the particular market is determines both when and if circulation should be increased. In a market that is in the growth stage of its life, a publication would normally grow along with the market.

Developing a Worldwide Circulation

The staff at *Global Networks*, IDG's first publication to serve a worldwide readership, has encountered many challenges in developing its worldwide circulation including barriers created by language, monetary exchange rates, individual country laws, as well as the difficulty of identifying lists and individuals within the various local markets. To its relief, the staff found that readers whose companies operate global networks speak and read English. To deal with the variety of foreign address formats *Global Networks* nstalled a database capable of handling the multitude of country address formats.

According to Circulation Director Richard Priante, developing the initial circulation of 20,000 for *Global Networks* was a challenging undertaking. To assist in identifying companies and key individuals to receive this new publication, the *Global Networks* staff enlisted the help of vendors to conduct direct telemarketing efforts of the highest ranking companies throughout the world and help identify potential readers.

CBW Tells How to Build a Rate Base From Scratch

Developing a circulation strategy for the launch of any publication is a major undertaking. However, the staff at *Computer Buying World* faced an additional challenge by deciding to be the only controlled publication in the direct channel. By limiting its circulation to high-end frequent business buyers, *CBW* aims to attract advertisers by offering them direct access to their target audience.

Its circulation campaign, launched in March, targeted the purchase of 12-month multi-buyer lists from hardware, software, reseller, discount and liquidation companies. The strategy was simple: to go after the biggest and the best direct marketers in all market segments.

According to President and Publisher **Jonathan Cohler**, "We accumulated 30,000 to 150,000 names from each direct marketer, but the average list size was around 50,000 names." Some of the companies that Cohler's group went after were such well known companies as CompuAdd, Programmer's Shop, JDR, Swan, Borland and Electrified Discounters.

Approximately 3,000,000 names were purchased and placed in a computer database to be cross-matched for a final selection. Individuals that made more than purchase at more than one company during the course of the year, were targeted as potential subscribers.

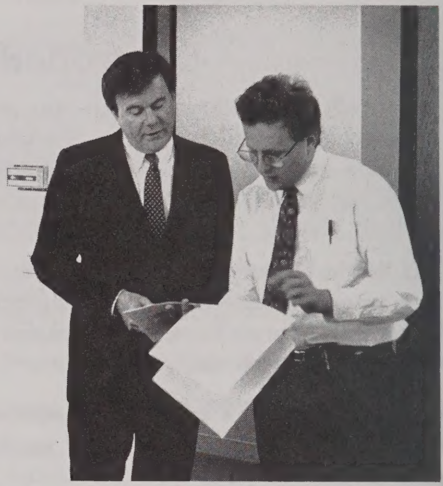
The number was narrowed down to approximately 1,000,000. These "multi-company, multi-buyers" were sent *CBW* qualification forms. *CBW* has applied for membership and audit by the BPA and its goal is to be 100% direct request on its first audit.

Computer Buying World has guaranteed its advertisers an average rate base of 130,000 readers.

OTHER AVENUES

Since the publication's launch in June, the *Computer Buying World* circulation staff has continued to acquire selective names for its circulation list. At the recently held PC Expo in New York, attendees filled out close to 3,500 qualification forms.

Cohler and *CBW* co-founder and Executive Vice President **Bill Gollan** also signed an exclusive five-year contract with PC Connection, a nationwide PC-product reseller. The contract stipulates that most packages shipped out by PC Connection will also contain a *CBW* direct mail package, as well as a letter of endorsement from PC Connection. This was a landmark achievement for Cohler and Gollan as no direct purchase publication had ever formed this type of agreement.



Jonathan Cohler reviews *CBW's* qualification form with Pat McGovern

CBW's approach to circulation stands in direct opposition to that of its competition. "We find readers first and then give them the editorial they need to do their job. Our competition largely puts the editorial product out on the newsstand and tries to attract readers," Cohler said.

And that's not the only difference. *Computer Buying World* will only distribute to high-end business buyers. This is done, Cohler explained, "to eliminate inefficient customers for direct marketers. Those one-time or casual infrequent buyers will not be on our list. One-time buyers produce the lowest margin sales for direct marketers and smart direct marketers are always pushing to attain higher margins. Therefore our readers are 100% frequent business buyers — the direct marketers' best customers."

IDG List Services: A List Resource

Many IDG circulation directors turn towards IDG List Services as an inexpensive and reliable resource for building their circulation. Under the direction of President Deb Goldstein, the Natick, Mass.-based division manages 21 lists, including subscriber lists for eight U.S. publications (*InfoWorld, Computerworld, Macworld, Network World, Federal Computer Week, Digital NEWS, SunWorld* and *LOTUS*) and selected compiled lists such as the LAN database.

In addition to marketing the IDG lists to external customers, five to 10 percent of List Services' business involves meeting the needs of IDG circulation directors who want to purchase lists of participating sister publications. As with requests from external clients, publications must approve every internal request. For the most part, IDG clients can buy the list at cost unless the list is going to be used for a potentially highly profitable venture, such as a conference. In that case, the publication may charge the regular rate normally paid by outside clients.

FCW Finds Green Light to Federal Mail Stops

Circulation managers have discovered in recent years that sending direct mail or a publication to a subscriber's current business address doesn't guarantee delivery.

An increasing number of large U.S. corporations and government offices are refusing to deliver mail unless the address label includes the recipient's mail stop—a code created by the company's mailroom to direct the mail internally. In a survey of 3,409 companies by the Direct Marketing Association, 26 percent said they require mail stops.

For *Federal Computer Week*'s Vice President of Circulation **John Long**, the issue of mail stops is further complicated by U.S. government bureaucracy. "Currently there are no official rules or guidelines for setting up an internal mail stop," Long lamented. "Each agency can create its own alphabetic or numeric code—or both. The system is so arbitrary that many federal employees don't even know their own mail stop."

Long also said that several federal mailrooms have said they won't deliver controlled circulation subscriptions to government employees at work, arguing that, in essence, free subscriptions are personal mail and should not be delivered "at taxpayers' expense."

In order to ensure better delivery practices, Long helped form the Association of Mailers to the Federal Government (AMFG) in January 1990. The mission of the Washington, D.C.-area group is to educate federal mailroom managers about the importance of business-to-business publications and make sure mailers know how to cooperate with federal mailrooms and their mail stop systems. The 55 members include publishers, conference organizers and vendors and others who produce direct mail targeted to government employees. AFMG meets nine times a year and hosts guest speakers from government agencies who can discuss mail-related issues.

While his responsibilities as chairman take up a significant chunk of time, Long said involvement with the group has been worthwhile on many fronts. *FCW* benefits not only in knowledge gained from the meetings, but also through its standing as a founding company. "I think it's important for IDG people to take time to volunteer and take on leadership roles in the business community," Long said.

Happily, there may be some relief in sight for mailers trying to penetrate federal barriers. The Department of Transportation recently took over mail management from the Government Services Administration, and Long feels that with the presence of a new, high-level management team, inbound mail will be more likely to arrive at its destination.

The IMI Circulation Team

Integrated Media Inc.'s President and Publisher Gordon Haight congratulates his circulation team for a job well done. The team, (L-R) Promotion Coordinator Jaana Nieuwboer, Circulation Director Ed Chittenden, Fulfillment Coordinator Michael Goldstein and Circulation Assistant Peter Guastella, handle the circulation for both *Publish* (125,000) and *NeEXTWORLD* (8,000). Throughout the course of the year, they drop approximately 1.5 - 2,000,000 pieces of direct mail and boast a 60% renewal rate - of which 20% renew in advance.

Do-er's profile

Deb Winders

JOB TITLE: Circulation Director, *Digital NEWS*

HOW LONG WITH IDG? May 1987

CITY OR TOWN YOU LIVE IN: The Witch City (Salem), Massachusetts

WHERE WOULD YOU LIKE TO TRAVEL TO THAT YOU HAVEN'T YET VISITED? 1 Exeter Plaza

LAST BOOK READ: "One Fish, Two Fish, Red Fish, Blue Fish." -Dr. Seuss

IS THERE SOMETHING YOU CAN'T DO, BUT WISH YOU COULD? Space travel

IS THERE SOMETHING YOU DO BUT WISH YOU DIDN'T? Earth travel.

FAVORITE QUOTE: "Well, Gol-l-l-l-l-y-y-y!" –Gomer Pyle

FAVORITE MUSICAL GROUPS: AC/DC, Slaughter, Poison, Mötley Crüe and Guns 'N Roses.

WHAT'S YOUR GOAL IN LIFE? To weigh over 100 lbs.

KNOWN TO OTHERS AS: "Energetic, very effective, likes to get things done."

IDG World Update

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David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

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Craig Pierce

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***LOTUS* Magazine Appoints New Editor-in-Chief**
- PAGE 2

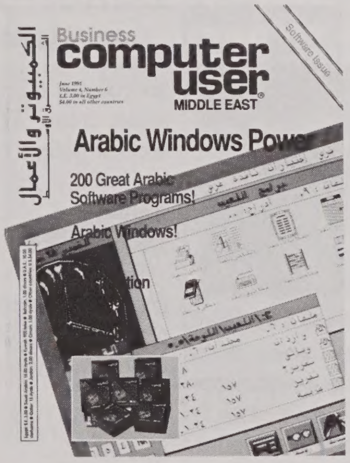
Philippine Licensee Gains Goodwill with BBS
- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 30 **JULY 29, 1991**

Arabic *PC World* To Debut in September

A newly signed license agreement with Egypt-based Wafai & Associates stations IDG in one of the few areas of the world where the company had lacked a presence—the Arab world.



For the past two years, Wafai & Associates—headquartered in Cairo—has been publishing *Business Computer User Middle East*. Beginning in September, *Business Computer User* will enter a two-month transition period while it shifts to its new IDG title, *PC World Middle East*.

To make the transition as smooth as possible, two covers will appear in the September and October issues. In September, *Business Computer User* will be carried on the outside and *PC World Middle East* will be carried on the inside.

In October, *PC World* will be on the outside and *Business Computer User* will be on the inside. All subsequent issues will carry the *PC World* title.

The magazine will continue its bilingual format with 80% of the editorial in Arabic and 20% in English. The magazine will have an initial newsstand and subscription distribution of 5,000, with 45% of its readership in Egypt, 25% in Saudi Arabia, 29% in Arabian Gulf countries, and 1% in Europe and North America. Wafai & Associates expects that number to double by September 1992.

Official launch ceremonies are planned for October with receptions in Cairo on the 11th and Dubai on the 14th. The ceremony in Dubai will coincide with the 1991 Gulf Information Technology Exhibition at the United Arab Emirates.

Wafai & Associates is connected to the IDG E-mail system and will begin contributing stories to the IDG News Service in the near future. Wafai & Associates can be reached at:

23 Shehab Street, Suite 402
Mohandesseen
Cairo, Egypt
Tel: 202-344-8668, Fax: 202-347-0118
Email: EGYPT

LOTUS Names Editor-in-Chief

Peter Bartolik

Lotus Publishing Corp. has announced the appointment of **Peter Bartolik** as editor-in-chief of *LOTUS* magazine effective August 12. Bartolik, now concluding his responsibilities as news editor of *Computerworld*, will report directly to **Mark Flanagan**, president of Lotus Publishing Corp.

"An experienced business manager and computer user, Peter has a clear understanding of how technology is being applied in business to improve decision-making and productivity," Flanagan said. "Our readers are corporate managers who use computer technology to improve their businesses in this way.

"Consequently, they are always looking for applications-oriented information to help solve their problems. With Peter joining the *LOTUS* staff, our editorial product will be enhanced and our ability to address our readers' needs will be strengthened," he explained.

Bartolik comes to *LOTUS* magazine after

-SEE PAGE 2

IDG Releases Groundbreaking Computer Study

IDG has released a groundbreaking study that details the effectiveness of advertising on the sales and profits of computer companies. The study, six months in the making, analyzes the advertising density—the ratio of advertising to sales—for 43 leading computer companies. It concludes that those companies with high densities have higher growth in both sales and profits.

While researchers have conducted numerous prior advertising studies—there has never been a study specifically geared to computer advertising—the largest category of trade advertising.

"As the largest publisher of computer publications, we have a commitment to show our customers that advertising is an investment with high returns," said IDG Chairman **Pat McGovern**. "This study adds statistical evidence to the anecdotal information that we often use in showing our clients advertising effectiveness."

The study divided 43 leading computer companies into three groups based on the density of the advertising to sales ratio: low, medium and high. Findings showed that high density advertisers—those that spent more than 4.5% of their sales on advertising—had a growth in revenues more than double and profits more than four times that of low density advertisers who spent less than 1% of their sales on advertising.

> **"As the largest publisher of computer publications, we have a commitment to show our customers that advertising is an investment with high returns."**
> **-Pat McGovern**

The study also looked at the relative effectiveness of computer publications vs. general business publications by using 96 different regression models—an equation that measures a correlation between several variables—that tested the relationship. The findings show that advertising in computer publications is consistently associated with significantly greater increases in sales than advertising in general business-to-business publications.

Copies of the study were sent last week to IDG publishers around the world, and those publishers will distribute the study to their sales forces.

The study, conducted by STAT Resources, a Boston statistical research firm, was supervised by IDG Research Services President **Kathy Dinneen** in conjunction with IDG's new Marketing Services Division (MSD) at IDG Headquarters. The study is the first in a series that will be issued throughout the next year by the new marketing division.

Folio Honors *PCW*'s Circ VP

Heather Martin, *PC World*'s vice president for circulation, has been named one of "the eight greatest circulation executives" by *Folio* magazine. According to the author, whose story appears in the August issue of *Folio*, this recognition is most noteworthy "because it is a poll of Heather's peers in the world of circulation. This is an informal poll of 25 or so of the industry's best known and most utilized circulation consultants. When asked for the names of the best in the business, Heather's name [along with the names of the other winners] came up the most."

The *Folio* article pondered what qualities a great circulation director possesses. The conclusion: "Certainly dedication and enthusiasm, plus the requisite brains. The most common characteristic...is a willingness to take risks. Not one is resting on laurels; all are seeking out challenges and looking for smarter ways to do the job."

Heather Martin

During her interview with *Folio*, Martin said using primary research, including focus groups and surveys by mail or phone, is a "hot tip" her peers could employ to augment direct-response testing. "Circulation people are used to evaluating results by statistics," she said. "Putting faces and voices to the statistics may provide surprising insights."

Martin has been *PC World*'s circulation director since 1988 and was promoted to vice president last year. Prior to joining IDG she served as circulation manager for *New York* magazine and, before that, was a manager for circulation planning and analysis at Time, Inc.

Editor-in-Chief

- FROM PAGE 1

six years at *Computerworld* . He served as senior editor of *CW*'s "Computer Industry" section before becoming news editor. He has been responsible for the assignment, editing and placement of all news stories written by a 20-person news staff.

Bartolik has more than 12 years experience in business and technology journalism. Before joining *CW* he was a general assignment reporter at the *Salem Evening News*.

Lotus Publishing, acquired by IDG this past January, develops and markets a variety of information products and services for the users of Lotus Development Corp.'s software. In addition to *LOTUS* magazine, the company's products and services include Lotus Books. Lotus Videos and Lotus Video Training Systems. Lotus Publishing also sponsors expos and conferences for Lotus software users and third-party vendors.

On line

ASK PAT KENEALY

From time to time, "On line" features selected guest columnists. Pat Kenealy, PC World'*s president and publisher, takes a turn this week.*

Q What are your responsibilities as president and publisher of *PC World*?

A Most publishers feel responsible to everyone for everything. IDG publishers answer to their co-workers, to advertisers, to readers, and to IDG management, but we rely on others to *do* just about everything. I really have five main responsiblities and, like every IDG employee, I'm juggling every day:

- **Team Building**: To train, attract and motivate managers whose talents will make *PC World* and its employees the best they can be.
- **Strategy**: To keep *PC World*'s circulation and contents focused on the readers our advertisers need to reach.
- **Quality**: To make sure *PC World*'s products are of the highest quality—equal to any in consumer publishing in the U.S. today.
- **Diplomacy**: To represent *PC World*'s employees and its mission to our customers, to our board of directors, to the IDG Executive Committee and to our sister *PC World* publications around the world.
- **Company Culture**: To make sure *PC World* is a challenging and rewarding place for high potential people to work in accordance with IDG's corporate values.

Q What was it like to make the transition from a bi-weekly to a monthly publication?

A I've worked on publications with all sorts of frequencies and each has its good and bad points. Since moving from *Digital NEWS*' three-day edit closes to *PC World*'s six-week edit closes I miss the excitement of breaking news coverage and the intense teamwork that goes into a bi-weekly newspaper. But, I'm glad to be back to a magazine and the relative luxury a monthly pace gives you to polish feature and analysis content, to sell "one last ad" and to procrastinate in general.

Q As someone born, bred and educated in the east, how do you find life on the left coast?

A Life is a bit slower out here, but people here assure me that, like most relocated East Coasters, once I relax, I'll do fine. At work, I feel a bit more *product* enthusiasm and expertise among IDGers out here, and a bit more *publishing* enthusiasm and experience "back East." The more we blend the best parts of IDG's East and West Coast cultures, the better.

Q What kind of relationship does *PCW*, as a flagship publication, have with its international counterparts? Do you envision any changes in the future?

A In recent *PC World* product line meetings in Prague and Singapore, I was amazed at the diversity of the more than 30 *PC Worlds* IDG publishes. Many are mature publications that are No. 1 in their markets. A handful are infants and a good many are adolescents with all the applicable problems.

As a result of the product line meetings, the U.S. *PC World* will expand the editorial support services it provides its sister publications to the extent our budget and domestic workload allow.

Q There's been a lot of turmoil in the PC distribution channel. What's the cause, and how do you see it shaking out?

A At the risk of oversimplifying, PC distribution is "splitting" between high value-added VARS and system integrators, and low value-added mail order vendors and "PC superstores." The classical storefront retail computer store channel is disintegrating because it doesn't offer enough support on the one hand and can't match mail order prices on the other. I'm even more pessimistic about small retail stores when I look at the precedents in stereo and camera retailing. Think what happened to most of the camera and stereo stores we shopped at during college. As we got camera- and stereo-literate, cameras and stereos got cheaper, more standardized and easier to use. As a result, big retailers like K-Mart, Circuit City and Lechmere killed off most of the camera and stereo specialty stores. Only the high end, high value-added shops survived.

Q We understand that *PC World* is exploring the feasibility of an electronic product. Could you elaborate on what's happening with that?

A It's still sort of secret. All I can say right now is that, in good IDG fashion, we've identified a strategic need, committed resources and appointed a full-time product champion. Our champion's name is Jim Moody. He has broad bulletin board experience, works at *PC World* in San Francisco, and would love to hear from IDGers who have online publishing experiences to share. His telephone number is (415) 978-3289, fax (415) 978-3289.

■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Philippines Opens Lines of Communication

An increasing number of IDG publications are opening up the lines of communication with readers through a bulletin board system (BBS).

IDG's licensee in the Philippines, WS Publishing Company, Inc., originally set up its Fido-based BBS in February to make it easy for its writers, columnists and contributors to submit articles. After a while, the Manila-based company opened up the system to readers, and General Manager **Po Wong** reports that "the board has reaped real benefits for us and now boasts a caller list of more than 200 people."

> **"With all the benefits, we feel that the BBS is well worth the comparatively small effort and expense we put into it."**
> **-Po Wong, WS Publishing**

The PC Digest BBS, named after the company's *PC World*-style magazine, operates after office hours. Callers can dial into the system to pick up the shareware and public domain software discussed in *PC Digest*, suggest topics they'd like to see covered and post technical questions, thereby giving writers ideas for new articles. They can also read news bulletins based on stories from the IDG News Service. Wong said they've also picked up "quite a few" new subscription orders through the BBS, and readers can also use it to make note of change-of-address or delivery problems.

"With all the benefits, we feel that the BBS is well worth the comparatively small effort and expense we put into it," Wong said. The company's only investment was in a 2400-bps Microcom modem; the board runs off a computer that is in use during the day for editorial duties. Wong also spends about an hour a day maintaining the board—answering messages, checking to see if uploaded software is actually shareware, and verifying that new uploads are virus-free. "This seems a small price to pay for the goodwill and benefits we derive," he said.

While the BBS is now more oriented toward *PC Digest*, Wong plans to add features of interest to readers of the newly launched *Computerworld Philippines*.

Wong is very interested in exchanging information with other *Computerworld* and *PC World* offices that operate BBSes. He can be reached at e-mail P.Wong, fax 632-817-6430.

FCW Gets Good Service, Low Price from Sheltered Workshop

JULY 8, 1991

FEDERAL COMPUTER WEEK

THE NEWS WEEKLY FOR THE GOVERNMENT SYSTEMS COMMUNITY

Apple, IBM to Team On RISC, Friendly Interfaces and Unix

AMS Lands Interior Unit's Biggest Buy

Justice Challenges GAO Authority With Suit

VA Validates Computerized Medical Records

NIST Crypto Change Takes Fed Vendors By Surprise

AF Wired $612 Million Unisys Buy, Sources Say

FTS Users Kept Their WITS in Phone Outage

Navy Unleashes Companion

Trying to save money on printing and mailing costs is a struggle in any office. **Deirdre Kelly**, marketing services manager at *Federal Computer Week*, has found a way to cut costs while supporting a non-profit, community-based organization.

Kelly uses the Sheltered Occupational Center of Northern Virginia (SOC) to handle printing and/or mailing for some of *FCW*'s direct mail, including trade show pieces and monthly promotional pieces. SOC hires individuals with disabilities to work in a variety of settings under the guidance of a supervisor.

Kelly worked with SOC in her previous job and decided to continue using them after she joined *FCW* late last year. "They're fast, very cost effective, pleasant to deal with and overall very good at what they do," Kelly said. She spends the same amount of time setting up the jobs with the supervisor as she would with any other mailing house, usually over the phone, and the work is performed by SOC employees at their nearby Arlington, Va., office. Kelly estimated that she saves at least 25% by using SOC's services.

While marketing is currently the only *FCW* department using SOC, Kelly is singing the group's praises to advertising and editorial, as well.

Sheltered workshops operate in many U.S. cities nationwide. Kelly said she would be happy to talk about her experiences with anyone else interested in using a similar organization.

Address Change for Korean Office

As of September 1, IDG Korea can be reached at the following address:

Hi-Tech Information, Inc.
Young-sil Gimm, President
Bo-Lim Bldg. 411-6 Do Gok Dong
Kangnam-gu
Seoul Korea

Tel: 011-82-2-579-8036
Fax: 011-82-2-579-8035

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK July 29, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

MARKETING SUPPORT REPRESENTATIVE (IDG/EMERGING TECHNOLOGIES)
Responsible for managing projects, making product demonstrations, providing internal product training and support, and developing projects related to product enhancements. The candidate should have a working knowledge of spreadsheet, database, and word processing packages. 1-3 years of marketing experience with a related degree preferred. The ideal candidate will be resourceful, a self-starter and have excellent communication skills. The ability to work on many projects simultaneously in an organized manner is essential.

HRIS ADMINISTRATOR (IDG)
Corporate Human Resources is seeking a Human Resource Information Systems (HRIS) Administrator. Primary responsibilities include data entry and general maintenance of the HRIS system, ad hoc and monthly reporting, administration of the internal job posting program, coordination of the training program, and general administrative support. Requires a well organized and detail oriented individual with excellent communication and writing skills, and the ability to handle multiple projects. PC and Macintosh experience strongly preferred, as well as a working knowledge of WordPerfect and Lotus 1-2-3. Prior network experience is a plus.

RESEARCH ASSISTANT (IFW)
Responsible for assisting the Director of Research in putting together all research projects for InfoWorld and act as inter-departmental liaison and coordinator. Requires excellent organizational skills, good project planning and execution, and 1-3 years experience with PC products or publication research.

RESEARCH MANAGER (PCW)
Responsible for assisting sales and marketing efforts by providing market research information. Major responsibilities include carrying out studies that are timely, accurate, and valuable to advertiser/clients, establishing research standards, creating information gathering tools, assembling data and preparing reports. Requires college level training in research and statistics, complimented by a minimum of 4 years work experience at a comparable level of responsibility. Candidate must also be computer literate, preferably IBM PC or compatible, skillful at both oral and verbal communications, and have a proven ability to organize and control many projects at once and to elicit cooperation from vendors.

RECEPTIONIST (CWPI)
Responsible for handling incoming calls, visitors and routine office procedures as well as the unexpected. Requires strong communication skills, typing and PC knowledge.

PROGRAMMER/ANALYST (CWPI)
Responsible for installation, development and support of micro computer-based systems. Programming experience and good communication skills required. Familiarity with networking , PC and Macintosh environments preferred. BS in a technical field preferred. Candidates must be able to handle multiple tasks and develop general working knowledge of a variety of systems.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	Job Hotline
TISC/LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge/Sheila O'Brien	Job Hotline
GPI/SWP	(603) 924-0100	(603)924-0281
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Neumann	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: July 29, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Marketing Support Rep.	*Emerging Technologies*, Framingham	S. Perry	(508)935-4407
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Public Relations Intern	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, DC & NetMgmnt	Framingham, MA	D. Gold	(508)935-4633
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer (2)	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Technical Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Research Assistant	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Designer/Information Graphics	*PCWorld*, San Francisco, CA	G. Silva	(415)978-3332
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Electronic Publish. Syst. Admin.	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant (B)	*PC World*, Natick, MA	E. Sanderson	(508)820-0440
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW/CS	Admin. Asst. Acctg/Operations	Central Services, San Francisco, CA	P. Murphy	(415)978-3365
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
MAC	Assistant Editor (New Products)	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

PC World Forum Attracts 25,000

World Expo Corp. and IDG's Soviet partner, Information Computer Enterprise, teamed up for the second consecutive year to organize PC World Forum Moscow. Participants in the combined conference and exhibition, which took place July 9 - 16 at the VDNH exhibition ground in Moscow, noted the high quality of visitor turnout and emphasized new directions in the Soviet market.

One hundred companies from Western Europe, the United States, Asia, and the Soviet Union, showed products including personal computers, system components and software, word processing systems and software, local-area networks, and peripherals. Major exhibitors included IBM, Microsoft, Hyundai, Siemens-Nixdorf and Hewlett-Packard.

Exhibitors gave the show high marks in terms of visitor quality. A total of 25,000 visitors from around the Soviet Union attended the show, along with over a hundred visitors from Western Europe and the U.S.

"Promotion for this year's show was aimed at a select Soviet audience by means of targeted marketing to specific professional groups," explained **Patrick Dexyl**, WEC's vice president for Europe. "Together with restricted access times for the general public and higher entrance fees than last year, this resulted in a much higher quality of visitor than at other events in the Soviet Union."

The conference portion of the forum was devoted to current themes in the Soviet economic and political scene, specifically trade policy issues and problems facing the development of large-scale computer systems in the Soviet Union.

Ambassador Bradley Holmes, chief advisor to the U.S. Secretary of State in the area of communications and information policy delivered the keynote address.

Show organizers promised that due to the newly relaxed COCOM regulations, which allow more sophisticated equipment to be exported to the U.S.S.R., next year's event will feature an even wider range of products, with an emphasis on high-end systems and connectivity.

To reflect this new orientation and to provide exposure for the new Soviet IDG publication *Computerworld U.S.S.R.*, next year's event will be called "Computerworld Forum Moscow 1992." The date for next year's event will be announced in August.

News Group Adds Newsletters

IDG's International News Group has added another newsletter to its growing stable of publications.

Telecom Insider, published for the last 10 years by IDC, is a paid subscription monthly newsletter that provides analysis and insight into telecommunications markets, technology, policy and regulation. It is edited by **Dr. Alan Pearce**, founder and president of Information Age Economics, Inc. and one of the prime architects of public policy at the Federal Communications Commission during the 1970s.

Under the direction of Vice President of Operations **Craig Pierce**, the News Group serves as publisher, handling desktop publishing, marketing, fulfillment, financial management and other day-to-day responsibilities. **Sharon Baker** is managing editor, and **Lee Pillsbury** is the circulation representative.

The News Group has published *International Computer Update* since 1988 and recently began publishing *Fiber Optics Report* in a collaboration with *Network World.*

As of July 1, the News Group acquired fulfillment and marketing responsibilities for four other newsletters: *The Gray Sheet*, *Applied Networks Report*, *Electronic Services Update* and *The Japan Report*. All four will continue to be edited and produced by International Data Corp.

Calendar

- **AUGUST 6-8**
PC Windows/Sydney
Darling Harbor Exhibition Center
Sydney, Australia

- **AUGUST 6-9**
Macworld Expo/Boston
Bayside Expo and World Trade Center
Boston, MA

- **SEPTEMBER 3-5**
Publish '91
Darling Harbor Exhibition Center
Sydney, Australia

- **SEPTEMBER 22-25**
CIO Conference: "IT and the Corporate Agenda: People, Productivity & Profit"
Hyatt Regency
Monterey, CA

- **SEPTEMBER 22-25**
European Managers Meeting
Barcelona, Spain

- **SEPTEMBER 23-24**
Macworld Product Line Meeting
Barcelona, Spain

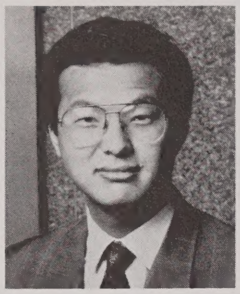
- **OCTOBER 8-10**
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

- **OCTOBER 15-18**
CD-ROM Expo
Washington Hilton
Washington, D.C.

- **OCTOBER 21-25**
Comdex
Las Vegas, NV

- **OCTOBER 23-27**
Hi-Tech/Ankara
Ankara, Turkey

New WEC Vice President Named in Asia



Cary Sun

World Expo Corp. President **Cherif Moujabber** recently named **Cary Sun** vice president of the Asia/Pacific region.

Sun, who holds a degree from Georgia State University's business school, has extensive experience in trade shows and Asian markets.

He spent just over 10 years with Cahners Exposition Group, first in Chicago followed by eight years in the Far East. Sun was based in Hong Kong, Singapore and Malaysia but travelled frequently to Thailand, Indonesia, India, China and Taiwan.

As a result of his personal and professional travels, Sun is fluent in English and two Chinese dialects (Shanghai and Mandarin), and can also converse in Thai and a limited amount of Tagalog, the native language of the Philippines.

EXPANDING WORLD EXPO

Moujabber said Sun will oversee existing shows, create new ones in the region, and comply with WEC's growth projections, which includes "looking at the huge market called China." Sun has already established a working relationship with IDG High Tech Company in Beijing.

"I'm looking forward to expanding World Expo Corp.'s activities throughout this region," Sun said. "Doing business in the Pacific Rim has its unique challenges, on the other hand there are also outstanding opportunities."

Sun is based at the Asia Computerworld Communications office in Hong Kong and can be reached by phone or fax on the dual purpose line 852-527-8657, Email S.Chan.

Noteworthy !

NEW APPOINTMENTS

Candi Strecker, a new administrative assistant at *Publish*, is working on the "Marketplace" advertising section. She previously managed legal information coding projects for Harvey B. Feinman Associates. Trained as a librarian, Strecker enjoys American popular culture, gardening, thrift shopping and flea markets.

■ ■ ■

PC World welcomes a host of new employees. **Susan Silvius** has signed on as an assistant technical editor, serving as a liaison to *InfoWorld* and working out of the InfoWorld Test Center. She formerly supervised the graphics department for Coopers & Lybrand. Silvius studied biochemistry for two years at the University of California/Berkeley and is now completing a creative writing degree at San Francisco State University. She enjoys maritime history, hiking, camping and biking.

Anita Hamilton is an editorial assistant responsible for product ordering and tracking. She previously did research, writing and account coordination for a public relations firm. An English major from Dartmouth College, Hamilton can be found bike riding, hiking, traveling and reading in her off-hours.

PCW's new art director is **Mitchell Shostak**, who was formerly the principal in his own editorial design firm. He holds a bachelor of fine arts from the School of Visual Arts in New York City and enjoys fishing and boating when not at the drawing board.

Katherine McCarthy is working as an administrative assitant in the circulation department. She has a B.A. in English and political science from Boston University and lists running and music among her interests.

Michael Harwayne is working as a management associate handling special projects for the publisher related to the business side of the publication. He graduated this spring from Harvard College with a degree in economics and enjoys racquetball and the movies.

■ ■ ■

J. Neil Ferree joins Lotus Publishing Corp. as an account manager for advertising sales in the southwestern U.S. Most recently he worked at McGraw-Hill as a regional manager for advertising and software sales. Ferree is a graduate of West Point Military Academy and also earned a B.A. in marketing from Kent State University. He lists his outside interests as golf, travel and "being a good Dad."

■ ■ ■

Jan Cameron comes to IDG's Research Services Group as a part-time department assistant where she'll be coding, scheduling and inputting survey data. Before joining IDG she was a secretary in the Sudbury, Mass., public school system. Outside the office, Cameron enjoys cooking, gardening and walking.

■ ■ ■

Jack Garrahan joins Technology Investment Strategies Corp. as a regional manager for sales in the southwestern U.S. He was previously European sales manager for EMC Corp. A graduate of Boston College and Harvard Business School, Garrahan's interests include golf, running and skiing.

Also new to TISC is **Cyndi Wisniewski**, regional sales manager for metropolitan New York and Connecticut. Her previous sales experience at Rational Systems Inc. focused on DOS-based productivity tools. A graduate of Boston College's School of Management, Wisniewski enjoys boating, waterskiing, rollerblading and photography.

■ ■ ■

Allison Harris is working as a market research associate for Installed Technology International. Before joining IDG she worked in inventory control for Star Market. Harris has a degree in marketing from Bentley College.

"Portable Exchange" Introduces Laptop Buyers and Sellers

Portable Office is promoting a new service that links buyers and sellers of used portable computers through a 900 telephone number and a fax response service.

The 900 Portable Exchange is a collaborative effort among *Portable Office*, the Boston Computer Exchange and Instant Information.

Sellers can advertise their laptops by dialing a toll-free number and entering a code number. A form is immediately faxed back, and the seller fills in a description and price of the equipment for sale. The seller then faxes the form back to Instant Information, the fax service bureau based in Boston. For the cost of the $9.95 call, information about the seller's equipment is made available within two business days to buyers who have indicated interest in that type of equipment.

Buyers also use the same 900 number and, when prompted, enter codes for the laptops they're interested in purchasing and their fax number. In just a few minutes, a report listing up to 30 available laptops is faxed back to the buyer. Information can also be mailed to the buyer upon request.

According to Publisher **Michael Kelleher**, buyers and sellers contact each other directly. However, the Boston Computer Exchange does offer an extra level of security through an escrow protection option. Buyers can send funds to the Exchange, then the seller sends the laptop to the buyer, who has 48 hours to test the equipment. If it's satisfactory, the Computer Exchange sends the buyer's funds to the seller after deducting a commission.

Interest in the service, which began in May, is gaining momentum. Much of the activity is by people selling 286s and buying notebook computers, Kelleher said.

The 900 exchange is *Portable Office*'s second venture with Instant Information. Readers can request product information through a traditional reader service card or can have material sent to them through the "Fax-It-Back" service. Participating advertisers list a reader service code on their ads. Readers can call an 800 number and, when prompted, enter the product code and their fax number. Product information is transmitted within a few minutes.

Finnish-ing Remarks

IDG Chairman Patrick J. McGovern addressed the heads of publishing companies from 41 countries at the Federation of International Periodical Publishers World Congress in Helsinki recently. He spoke about publishing in Eastern Europe and the Soviet Union and cited International Data Group's experience in setting up 16 publications in this area over the past five years. His talk was voted one of the highlights by the Congress.

FIPP
28th WORLD CONGRESS
26-28 May 1991
HELSINKI

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Bill Leitch - World Expo Corp.

EIGHT YEARS
Andy Bose - LINK

SEVEN YEARS
Barbara Ringer - IDG Germany

FIVE YEARS
Laura Livingston - IDG Peterborough

SIX YEARS
Stephen Ireland - IDG Australia
Dan Sommer - *InfoWorld*

FIVE YEARS
Karen Quack - IDG Germany

FOUR YEARS
Bonnie Nannini - IDG Peterborough
Don Best - IDC
David Noble - IDC Australia

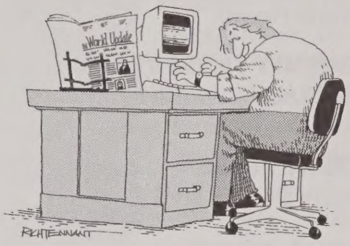
THREE YEARS
Elizabeth Auer - IDG Peterborough
Mary Talbot - IDG Peterborough
Gordon Plutsky - *Digital NEWS*
Judy Callahan - IDG
Caroline Craig - *InfoWorld*
Jim Shannon - *InfoWorld*

TWO YEARS
Ken Cote - IDG Peterborough
Carol Eva - IDG Peterborough
Edward Lim - *Asia Computerworld*
Mary Levy-Nascis - IDG

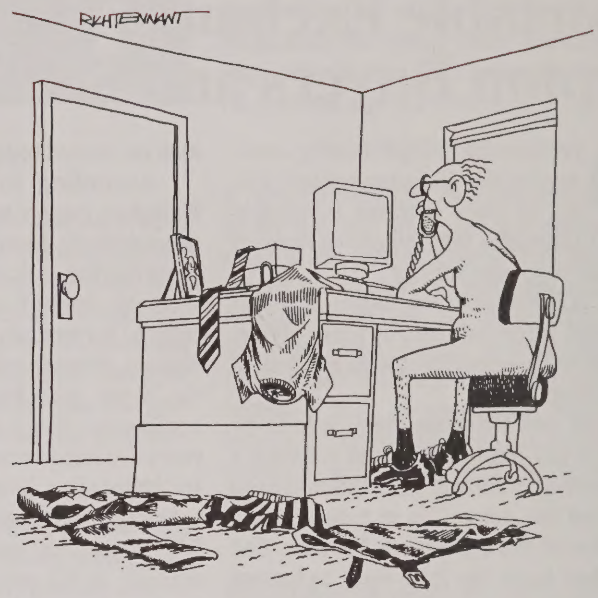
ONE YEAR
Frederic Paul - Lotus Publishing
Wally Palmer - *InfoWorld*

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, September 17. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG World Update

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David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDC Europe Communicates With BusinessTalk

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Macworld EXPO/ Berlin Showcases *Macwelt's* Growth

- PAGE 5

***Network World* Set for Third Annual ENNE Awards**

- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 31 AUGUST 5, 1991

East -West Foundation Arranges Major Airlift

Two events in July marked a busy month for the East-West Education Development Foundation, the nonprofit organization created six months ago by IDG Chairman **Pat McGovern**. The foundation provides computers, donated by companies with displaced hardware or manufacturers with excess inventory, to selected educational institutions in Eastern Europe and the Soviet Union in support of democracy, freedom of speech and entrepreneurship.

During a private meeting with McGovern in Moscow, former Soviet Foreign Minister Eduard Shevardnadze accepted an invitation to become a member of East-West's board of advisors. On July 29, McGovern went to Boston's Logan Airport to observe the start of the foundation's first major airlift.

Shevardnadze, creator of the Soviet Union's first non-governmental foreign policy research association, is a leader of the movement toward free government. As a board member, Shevardnadnze will lend not only his name but his eyes and ears to the organization, explained Executive Director **Alex Randall**.

"He can tell us where nascent democracy" is being taught within the university system and where computers can be directed to support that effort, Randall said.

Cudaback Strategic Communications

IDG Chairman Pat McGovern inspects the cargo bound for the U.S.S.R. and Czechoslovakia.

Other prominent individuals who have accepted invitations to serve on the advisory board are J. Presper Eckert, chief engineer on the world's first electronic computer in 1946; Computer Museum founder Gwen Bell; and noted industry analyst Esther Dyson.

-SEE PAGE 2

Kilcullen Named President of IDG Books

IDG Books

John Kilcullen

IDG President **Walter Boyd** recently announced the promotion of **John Kilcullen** to the post of president and CEO of IDG Books Worldwide.

Kilcullen, who has served as the division's vice president and publisher since its founding in April 1990, succeeds **Jonathan Sacks**. Sacks will continue to serve as president and CEO of InfoWorld Publishing, Inc., and remains on the board of IDG Books.

In his new role, Kilcullen will be responsible for global operations and charged with growing IDG Books into the leading provider of quality computer books around the world.

"John is the ideal person to lead IDG Books to even greater success," said IDG Chairman **Pat McGovern**. "He has been the driving force behind the phenomenal achievements so far."

"Last year was an exciting time for IDG Books," Kilcullen said. "We created a publishing company in six months from scratch and established three national best-

-SEE PAGE 4

East-West

-FROM PAGE 1

IDG Germany

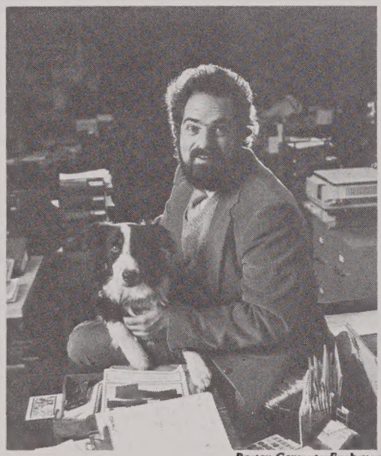
Pat McGovern meets with Eduard Shevardnadze, the former Prime Minister of the Soviet Union, and explains IDG's worldwide operations. The visit took place during the second PC World Forum in Moscow.

Last week's cargo of 80 laptops was donated by NEC Technologies Corp. They will be divided among journalism students at universities in the U.S.S.R. and Czechoslovakia, Schevardnadze's Foreign Policy Research Association and Harvard University's Project on the Economic Reform in Ukraine, based in Kiev. Another 140 NEC laptops will be distributed in the coming months.

"This donation sets the pace for what constitutes a suitable donation," McGovern said.

In support of NEC's generous donation, northAmerican International, Swissair and Time Management Travel are each contributing a portion of the shipping and transportation costs. Domestic shipping costs are very high, and East-West is seeking corporate donors to defray expenses.

The airlift coincided with the Moscow summit talks between U.S. President George Bush and Soviet leader Mikhail Gorbachev. As a result, media interest in the airlift was especially high.



Boston ComputerExchange

"Pass it on'—that's my motto," says Randall. If you see someone walking around Comdex this fall with those words on a button, you'll know who it is.

National wire services, Boston-area media, National Public Radio, Business Radio Network, Voice of America and *The Wall Street Journal* all picked up the story. The U.S. television program "NBC Nightly News" is interested in doing a story from Moscow when the computers arrive later this month.

Randall wryly observed that President Bush has been at once the foundation's greatest obstacle and its greatest asset. "The day we sent out our first news release this winter was the day Bush declared war on Iraq," Randall recalled. Media outlets were preoccupied with Operation Desert Storm news, and even CFOs and other business executives targeted in a mail and phone campaign were relatively unresponsive.

However, when the Moscow talks were announced for the same day as the airlift (which had been scheduled weeks before the superpowers' decision), East-West organizers were only too happy to ride the summit story wave.

Prior to the airlift, about 50 computers had been distributed to deserving organizations in small numbers by individuals who hand carried them to their destination. Many of these people were consultants on various nonprofit Eastern European projects who heard about the foundation through word of mouth and offered to help.

While NEC is the first manufacturer to make a major equipment donation, other companies that have donated aging hardware include Gillette Corp., AT&T Bell Laboratories, Cambex Corp., Bank of Boston and Orion Capital Corp.

One pending donation of 7,000 IBM PCs involves a U.S. company president and his computer consultant, both Hungarians who are interested in collaborating on a donation to the university they attended in Hungary decades ago. "They've realized they could make a major change in their home country by disposing of their old computers responsibly," Randall said.

This fall, East-West will coordinate a sealift of nine tons of hardware, including IBM mainframes, Wang word processors and Hewlett-Packard minicomputers.

IDG NETWORK

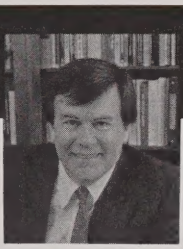
McGovern and Randall are quick to point out that IDG colleagues in the target countries are instrumental to the foundation's success.

IDG Czechoslovakia General Manager **Vladimir Tichy** and **Boris Antoniuk** and **Svetlana Chykova** in the Soviet Union are among the people helping to identify educational institutions and research centers in need of equipment.

Randall said he hopes IDG partners in Hungary, Poland, Romania and Bulgaria will soon join the effort to make the foundation a real presence in their countries.

In general, Randall would like every IDG employee worldwide to support the foundation's mission. Support could come in the form of incorporating news of East-West's activities in the editorial, as some publications have done, or simply mentioning the foundation in casual conversations with clients and industry colleagues.

On line



ASK PAT

Q Does IDC plan to reabsorb any of its spin-off companies such as Information Strategies Group or Technology Information Services Corp.? If so, when would this be appropriate or inappropriate based on our decentralized operating philosophy?

A Two International Data Group companies can merge when their individual CEO's agree to do so and they obtain the approval for their proposed merger from the IDG Executive Committee.

Q Why isn't the full text of all IDG publications available on CD-ROM, as it is for all Ziff-Davis computer publications?

A The market for CD-ROM-based services for archival information is still quite small. IDG publication business units have been asked to provide the full text of their publications to one or more CD-ROM services.

To date, the answer has been negative, because the loss of subscription revenue appears to be greater than the royalties provided by such services. When the advantages of being part of a CD-ROM service outweigh the disadvantages, IDG publications may create their own CD-ROM service or agree to join one of the existing services.

Q Is there any chance you will buy a yacht or a golf/tennis resort for entertaining advertisers at company-sponsored events?

A No chance! Each of our business units should be free to choose the sites and styles for entertaining their customers, rather than being limited to facilities owned by International Data Group.

Q How many "Good News" memos do you send out each week? What prompts them?

A On an average, I send out about two or three "Good News" memos per week. They are triggered by what I read in our publications or research reports, or by a sales, management or operating achievement that I hear about.

Q Are there plans to offer IDG employees the chance to work in IDG subsidiaries in other countries?

A This possibility has always been available within IDG. If any employee wants to work in another country, he or she should contact the head of the IDG business units in the country that they would like to work, outlining their background, skills, interests, and language capabilities.

As current IDG employees, they would be given a preference over equally qualified outside candidates to fill any current job vacancies or new positions.

Such job offers would, of course, be contingent upon the applicant qualifying for a work permit in the country to which he or she would like to transfer.

Q If you could live, or retire to, any country other than the U.S., which would you choose?

A I am quite happy where I am and do not have any interest in moving to another country. If for some reason I had to relocate, the choice would be based upon being in a major international business city. So, places like London, Paris, Munich, Zurich, Hong Kong, Singapore and Tokyo come to mind. For retirement, I could see my wife and me living on a boat cruising the world to visit with our friends and professional associates on a regular basis.

Q As chairman of IDG, you are naturally viewed as an authority on information technology. How do you keep up with the developments so that you can speak as authoritatively as you always do?

A Keeping up-to-date is truly a constant challenge, as so many new companies and technologies enter the IT field. I keep up-to-date by reading reports issued by the IDG Research companies such as IDC, TISC, ISG and LINK Resources. I also read as many of the IDG computer publications as possible. I try to visit all the major computer trade shows and visually examine, if not enter, every booth. I spend about 25% of my time talking directly with our customers to find out their views about developments in the computer market and information technology.

■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

IDC Europe Customizes BusinessTalk System

IDC's Vice President of Europe **Jim Beveridge** and his assistant **Nicky Bradley** have taken advantage of the expanded capabilities offered through IDG's BusinessTalk electronic mail system. Over the last few months, with the help of System Administrator **Maureen Page**, they have custom-designed an electronic bulletin board system for use by all IDC offices in Europe.

"In an organization as complex as IDC, with production research at one location and selling in another, I felt that it was important to be able to communicate on a regular basis between subsidiaries," Beveridge explained.

The system has four bulletin boards. Each one is visible to every European IDC location, and any IDC employee who has an e-mail box can view the bulletin boards.

"Right now the system is not perfect because not all IDC locations have received training on the BusinessTalk system, but I believe it is a start and if we can encourage key people to use this system and have them understand the benefits that accrue from it, then I believe it will take off," Bradley said.

EASY ACCESS

Once an IDC staff member has logged onto the system, they can easily find out who is working on what report, what reports have been shipped and when the next set of reports will be available.

Employees can read and print information from any bulletin board with the exception of the consultancy board. However, only country managers and expertise center managers have write access to their individual country program and the Euro Research and Consultancy bulletin boards. Beveridge and Bradley maintain "write access" to all four bulletin boards.

Beveridge is particularly enthusiastic about the inclusion of production schedules in the bulletin board as it gives the management team a visible working knowledge of how well the products are doing against schedule, as well as what is being shipped and when.

Beveridge is also hopeful that by listing currently available reports from each IDC country office, along with prices, employees will be able to boost their sales of local products into other countries.

"Last month, I was visiting a Dutch client who informed us that he was looking to make an acquisition in Germany and required market information on a specific topic. Thanks to the bulletin board we were able to tap into the system, identify the required report and make a sale."

IDC Europe's New Bulletin Boards

EC (Expertise Center) PRODUCTION: Lists reports, bulletins and fax flashes being produced by the expertise centers. It also provides the date that reports are completed and distributed and the price of each report.

COUNTRY PRODUCTION: Lists what reports are being produced by each European country office, the quarter they are due and a price in both local and U.S. currency.

EURO RESEARCH: Allows researchers to share information.

EURO CONSULTANCY: Lets IDC offices post updates on consultancy projects.

Kilcullen

-FROM PAGE 1

sellers, despite a weak economy and a fierce battle for shelf space in the bookstore channel. The pain level was high but the results speak for themselves. We have a careful mix of high-tech journalists and experienced book people, and it shows in the quality of our books and in our innovative marketing techniques."

Kilcullen said IDG's unparalleled international scope and the corporate effort to structure organizations that are "fast, flat and flexible" gives IDG Books a competitive edge. "This becomes a compelling argument to make to our strategic partners, authors and resellers," he emphasized. "We intend to be a leader, not a follower, in the computer book industry."

Kilcullen has been in technical book publishing for 10 years. Prior to joining IDG, he was a sales director at Bantam/Doubleday/Dell for four years and previously held sales and marketing positions at Que Corp. and Prentice-Hall. He holds a degree in communications from Fordham University.

The Menlo Park, Calif.-based IDG Books had an auspicious start last year with three national best sellers in its fall list of nine titles. Its current catalogoffers a selection of more than 25 books, including the company's fourth national best-seller, the Macworl*d Guide to System 7.*

The company's best performing book, *PC World Paradox 3.5 Power Programming Techniques*, is now in its fourth printing.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK August 5, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SOFTWARE TESTER (IDG)

Responsible for all phases of software testing for the OMNI IMPS system. Specific duties include designing and maintenance of the OMNI test environment, designing test plans for software modifications, and writing and executing software tests. Requires a familiarity with OMNI IMPS system, knowledge of testing methodologies, an ability to read COBOL code, testing experience, VAX/VMS user skills, and previous experience in advertising/publishing field.

CIRCULATION ASSISTANT (NWW)

Position available for detailed oriented individual to handle general circulation responsibilities including customer service. A pleasant telephone manner and prior PC experience are required. Prior circulation experience is a plus.

INSIDE SALES REPRESENTATIVE (LPC)

Responsible for telephone sales and full account management of targeted advertising accounts. Sales will include print advertisement and Card Pack. Will have cooperative selling effort with Field Sales representative. Also responsible for maintaining reliable database for use in overall marketing and sales effort. Requires 2-3 years of inside or outside sales experience in publishing industry, high technology, or computers/communications industry.

SALES MANAGER (TISC)

Responsible for selling information technology consulting services to senior MIS executives in the South Central U.S. Extensive overnight travel is required. Candidates must have a minimum of 3-5 years experience selling consulting services in a high tech environment, and be conversant on key issues relative to same.

MARKETING MANAGER (TISC)

Responsible for acting as a liaison to outside PR, design and advertising firms, and coordinating related projects. Negotiates fees for production and services. Writes copy. Candidates must have 4-5 years Marketing experience in a high tech environment. Some supervisory experience, plus a Bachelors in Business or Marketing is preferred.

BILLING ADMINISTRATOR (IFW)

Responsible for processing billing and revenue, researching billing questions, preparing reports, and processing debits and credits. Candidates should be familiar with PC and mainframe applications. Knowledge of OMNI is helpful.

MIS DIRECTOR (PCW)

Responsible for planning, purchasing, installing, maintaining, and expanding the computer systems that support in-house and outside offices. Supervisory responsibilities for technical services staff. Requires MIS or Computer Science degree, programming ability in BASIC and Fortran or C. Also requires a minimum of 3 years supervisory experience with minicomputers and PC's, preferably supporting a department or large work group.

CIRCULATION MANAGER (TMP)

Responsible for assisting the Circulation Director in the overall development and management of circulation and ancillary product sales. Requires 3-5 years circulation experience with statistical analysis skills and a strong marketing background is preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	Job Hotline
LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
TISC	Paula Doggart	
	(508)935-4797	
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge/Sheila O'Brien	Job Hotline
GPI/SWP	(603) 924-0100	(603)924-0281
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Neumann	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: August 5, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Marketing Support Rep.	*Emerging Technologies*, Framingham	S. Perry	(508)935-4407
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	R. Visconti	(508)875-6400
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Sales Manager	Framingham, MA	P. Doggart	(508)935-4797
TISC	Marketing Manager	Framingham, MA	P. Doggart	(508)935-4797
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Research Assistant	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Billing Administrator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant (B)	*PC World*, Natick, MA	E. Sanderson	(508)820-0440
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
MAC	Administrative Assistant	*Macworld*, San Francisco, CA	S. Butler	(415)978-3233
MAC	Assistant Editor (New Products)	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
TMP	Circulation Manager	Peterborough, NH	S. O'Brien	(603)924-0100
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

HR BULLETIN

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The IDG Corporate Payroll Department would like to announce that effective with the first payroll in August, 1991 all employees' paychecks will be processed by the ADP payroll service. Although the paychecks will look different:

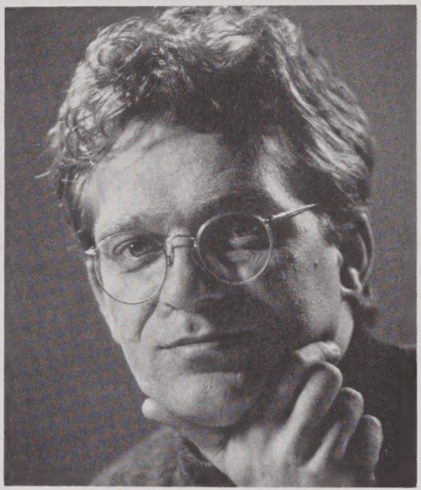
- There will be no disruption to employees' pay

- Any employee currently set up for direct deposit will notice no change and will continue as usual

- Employees will receive only one year-end W-2 form. All W-2's will be issued by ADP.

If you have any questions, please call your Human Resources Representative or the Corporate Payroll Department.

Macwelt Growth Mirrors Interest in German Mac Market



Stefan Frevel

IDG Germany

The successful premiere of Macworld EXPO Berlin in June threw the spotlight on the continuing success of its German namesake, *Macwelt*. An impressive crowd of 20,000 visitors strolled among the show's 117 exhibits, reflecting the increasing interest in Macs in Germany and the enormous growth in sales, particularly among home users.

Macwelt captured the crowd's interest at its booth, where circulation director **Stefan Fleischhacker** raffled off a trip to Macworld EXPO/San Francisco.

Attendees also had a chance to pick up the 150-page July issue of *Macwelt*, which featured reviews of Apple's new System 7.0 software and the 25 most popular Macintosh products in Germany chosen by *Macwelt* readers. Editor-in-Chief **Stefan Frevel** distributed "Golden Apple of Berlin" awards to the winners during the show.

Publisher **Burkhard P. Bierschenck** capitalized on the expanding Mac market last year by taking the magazine from a bimonthly to a monthly publishing schedule. After purchasing another Macintosh magazine from Markt & Technik Verlag AG in early 1991, *Macwelt* has now climbed to the No. 2 slot in the market. *Macwelt*'s competition includes two other German Macintosh publications and three in Switzerland.

Since the last quarter of 1990, *Macwelt* has increased its number of sold copies from just over 8,000 to 13,800, and its print run has almost doubled to 30,000. Currently, 69% of its circulation is through newsstand sales and 31% is through subscription.

Macwelt will observe its second anniversary in October, and the staff expects there'll be much cause for celebration. "With our subscriptions and newsstand sales rising quickly and steadily, I am most confident that we'll make *Macwelt* the No. 1 Macintosh magazine in Germany by the end of the year," said Frevel.

New Address for IDC Austria

The new address and phone numbers for IDC Austria are as follows:

Erwin Spiel
Loisel, Speil and Zach Consulting
Mayerhofgasse 6
A-1040 Wien
Austria

Telephone: 43-222-5050-900
Fax: 43-222-5050-912

Calendar

SEPTEMBER 3-5
Publish '91
Darling Harbor Exhibition Center
Sydney, Australia

SEPTEMBER 22-25
CIO Conference: "IT and the Corporate Agenda: People, Productivity & Profit"
Hyatt Regency
Monterey, CA

SEPTEMBER 22-25
European Managers Meeting
Barcelona, Spain

SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

OCTOBER 8-10
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

OCTOBER 15-18
CD-ROM Expo
Washington Hilton
Washington, D.C.

OCTOBER 21-25
Comdex
Las Vegas, NV

OCTOBER 23-27
Hi-Tech/Ankara
Ankara, Turkey

OCTOBER 29-31
(Note new dates)
Macworld Expo/Asia
Hong Kong Convention
& Exhibition Centre
Hong Kong

OCTOBER 30-NOVEMBER 1
Macworld Expo/Aukland
Ellerslie Function Centre
Aukland, New Zealand

Noteworthy !

NEW EMPLOYEES

Andreas Uiterwijk was recently hired as a technician at the InfoWorld Test Center, where he'll be reviewing PCs and software. He previously worked as a CAD designer handling circuit board layout and design. After a year of college in Arizona, Uiterwijk is now attending Positas College in Livermore, Calif. He enjoys family and outdoor activities.

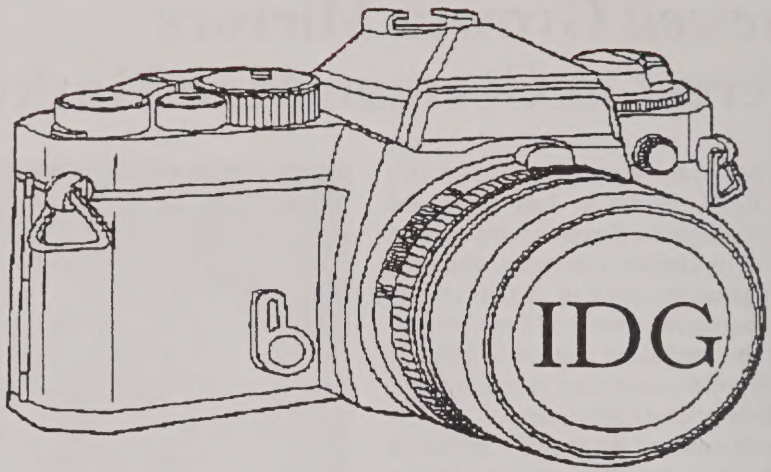
Lotus Publishing welcomes **Melissa Holmes** as a graphic designer. She previously held a similar position at Advanced Computer Graphics. Holmes has a B.F.A. in graphic design from Boston University, and in her free time she can be found on the golf course or the tennis court.

Wanted: Summer Photos

IDG employees work hard, but then again they're known for playing hard, too—especially during the summer. Picnics, boat cruises and other out-of-the-office activities are standard fare at IDG offices around the world.

Before the hectic fall days are upon us, send in your favorite photos (with captions) from your company outing by August 26. *IDG World Update* will print a collage of the ones that best show IDG employees at play.

Photos will be returned upon request.



The 8th annual IDG Photo Calendar Contest is under way!

Here's your chance to capture your world on film. The subjects and locations are up to you. Twelve outstanding photos will earn a place in the 1992 IDG Photo Contest Calendar.

•Winners will receive:	**1st Prize**	**US$250**
	2nd Prize	**US$100**
	3rd Prize	**US$75**
	Honorable Mentions (9)	**US$50**

- **All photos will be judged by a panel of IDG representatives.**
- **Submit up to two color or black-and-white glossy prints or 35mm slides. Photos must be submitted as developed; no retouching will be allowed. Photos will only be returned upon request.**
- **Entries must be clearly labeled with a title, your name, business address and telephone number.**

Please send photos to:
IDG Photo Calendar Contest
c/o Nicole Kassel
IDG Headquarters
One Exeter Plaze, 15th Floor
Boston, MA 02116-2851

Entries must be received by September 30, 1991

Judging Begins for Enterprise Network Excellence Awards

The third annual Enterprise Network Excellence (ENNE) awards competition, co-sponsored by *Network World,* has attracted 253 entries from large and small users, sellers and manufacturers of enterprise networking systems. Entries are now being reviewed and awards will be presented at a major industry-wide awards dinner at Networld '91 on October 14.

Network World Senior Editor/Local Networking **Caryn Gillooly** and **Richard Villars,** IDC's manager for computer network architecture, will be among the judges.

Earlier this year, ENNE nominations packets were sent out to suppliers and users of enterprise network technology. Each had the opportunity to nominate their customers or themselves for the award. Of the 253 entries, 25 finalists will be selected by a distinguished panel of 16 judges and announced in August.

The winning companies will be honored for creatively linking computer and communications technologies to improve corporate efficiency and increase profits.

For the first time in the competition's history there will be a "partner award," given to a user and vendor team that evolved into a partnership while developing an effective enterprise network solution.

The ENNE's four user award categories are based on the network's geographic size: global, national, regional and single site. In addition, an award for network integrators will honor a VAR who helped a user implement innovative network solutions.

Network World Staff Putts Out

Network World assistant managing editor **Charlie Bruno** recently sank a hole-in-one putt on the first hole of a sudden death playoff to win the Third Annual John Cox Memorial Miniature Golf Tournament.

Bruno shot a blistering, three under par 19 on the back nine holes to finish with a course par of 44.

That effort left him tied with Production Coordinator **Cheryl Rothmann,** a tournament rookie.

Some participants in this year's event blamed their pitiful performances on what threatens to become an accompanying annual event—the editor's breakfast. Editor **John Gallant** slaved over green eggs, ham and other morsels in *Network World*'s kitchen all in the name of encouraging the *NW* golfers to carbo load before the golf tournament.

NW *Senior Editor* ***Bob Brown*** *contributed this sports report.*

Network World

John Gallant (L) awards Charlie Bruno the coveted John Cox Memorial "Cup."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Iris Killinger - IDG Germany

SEVEN YEARS
Doreen Means - IDG Peterborough

FOUR YEARS
Karin Mehlstäubler - IDG Germany
Monika Griegel - IDG Germany
Kathleen Hanbright - ITI

THREE YEARS
Lori Hitchcock - *Macworld*
Peter Minor - World Expo Corp.
Tracey Capen - *InfoWorld*
Sharon Kern - IDC
Michael Cleary - IDC Australia

TWO YEARS
Joann Williams - IDG Peterborough
Tony Williams - IDG Australia
Priscilla McWalter - IDG
Theresa Coffey - World Expo Corp.
Carol Benioff - *InfoWorld*
Dave Johnson - *InfoWorld*
Patricia Harney - *InfoWorld*
Carol Venezia - IDC
Leigh Keane - IDC Australia

ONE YEAR
Cameron Crotty - IDG Peterborough
Michele Chagnon - *Digital NEWS*
Roraima Hernandez - IDG Venezuela
Pedro Garcia - IDG Venezuela
Jen Sholze - IDC

Do-er's profile

Donna Wong

- **PROFESSION**: Administration Manager/Accountant, IDC China/Hong Kong
- **HOME**: Hong Kong
- **HOW LONG WITH IDC?** More than six years
- **BEST PART OF YOUR JOB:** Meeting IDC clients
- **MOST CHALLENGING PART OF YOUR JOB:** Getting more ad contracts from clients for *China Computerworld*
- **INTERESTS OUTSIDE THE OFFICE**: Hiking, camping and barbecuing
- **CELEBRITY YOU'D MOST WANT TO MEET**: Lady Diana
- **FAVORITE FOOD:** Lobster salad
- **GOAL IN LIFE**: I'd like to own a shop selling children's clothes.
- **IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO?** Travel around the world with my whole family.
- **MANAGER'S PROFILE**: "Donna has impressed every one of us with her loyalty to IDC, her meticulous working style and her special effort to win more ad contracts for *China Computerworld*."

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Philippine Licensee Launches *Computerworld*
- PAGE 2

New IDG Division Unveils First CD-ROM Product
- PAGE 4

***Windows World* Takes Australia By Storm**
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 32 **AUGUST 12, 1991**

Network World Taps Ungaro To Be Publisher

IDG Chairman **Patrick McGovern** announced last week that **Colin Ungaro** has accepted the position of president and CEO of Network World Publishing Company and publisher of its flagship publication, *Network World*.

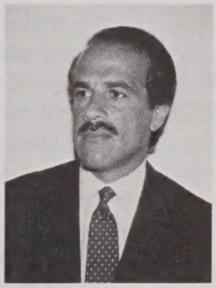
Ungaro joins IDG from CMP, where he was group editorial director for *Communications Week, Information Week, Communications Week International* and *Network Computing*.

Previously, he was with McGraw Hill for 11 years, most recently as associate publisher of *Data Communications Magazine* for two-and-a-half years and earlier as vice president of editorial for McGraw Hill Information Systems.

IDEALLY QUALIFIED

"Colin Ungaro brings ideal qualifications to the CEO position at Network World," McGovern said. "He has a clear vision of the future of the networking market and excellent leadership skills which will help accelerate the advance of Network World Publishing, as well as provide guidance for the growth of the computer networking industry."

McGovern added that Ungaro's thorough understanding of networking technology, the products and services of that technology and the marketing strategy of firms that provide these products and services is "top-notch." "Colin also has excellent leadership skills and will be a great product champion for *Network World*," he said.



Colin Ungaro

"The challenge for *Network World* and for me is building on the magazine's leadership position and responding quickly to developments in this fast-growing sector of the market," Ungaro said.

In his position as CMP group editorial director, Ungaro was involved in developing startups, working on acquisitions, positioning and marketing the four magazines in his group, and representing CMP in speaking engagements. As associate publisher of *Data Communications* magazine, Ungaro's responsibilities included providing direction to the sales and marketing teams. When he was vice-president of editorial for McGraw Hill Information Systems, Ungaro was responsible for the editorial function of a $350 million publishing division.

Ungaro will begin working with the *Network World* team effective August 19.

ITI Merges With CW Publishing

Installed Technology International merged with CW Publishing effective August 2, according to a recent announcement by IDG Chairman **Pat McGovern**.

ITI will operate as the Computer Buyers Database Division of CW Publishing. **Steve Woit**, currently head of ITI, will continue to lead the database division.

"This merger will enhance ITI's data collection productivity as well as amplify its ability to increase revenue by offering services not only directly, but also through the *Computerworld* sales force," McGovern said.

McGovern added that the database development resources will enhance *CW*'s circulation, marketing and sales capabilities through the primary collection of information about the sites where computer systems are being acquired, and the names, titles and roles of individuals involved in purchase decisions.

The database will be available, as before, to other IDG business units.

McGovern said Woit will assist *Computerworld* publishing units around the world in acquiring, updating, maintaining and marketing the computer site information in each of their countries that was previously maintained by ITI.

Computerworld Philippines Launched in July

IDG's newest edition of its flagship publication rolled off the press in Manila early last month.

Launched by IDG's local licensee, W.S. Publishing, *Computerworld Philippines* is distributed biweekly to more than 10,000 IS professionals and selected managers in major Philippine corporations. According to Executive Editor and General Manager **Po Wong**, the staff has issued a three month trial subscription to the target audience and will try to convert those readers to paid. There are no plans to sell the paper at newsstands or bookstores.

THE NEWSPAPER OF INFORMATION SYSTEMS MANAGEMENT

COMPUTERWORLD

PHILIPPINES

3 million readers can't be wrong

Piracy crackdown looms

Taiwanese association blasts BSA

Apple seeks alliances with IBM, other firms

Within the next few months, you're going to see action against dealers and end-users, warns Jeffrey Siebach, BSA vice president

Unix users hold first RP trade show

INSIDE

Experts urge caution when downsizing from hosts to PC LANs

CW's entry into the Philippine market had its competition running for cover.

Wong said numerous people familiar with other CW publications have told him how much they welcome a local version. "We're glad the excellence of the Hong Kong and Singapore editions have already paved the way for us, so to speak," Wong said. People have called for subscription information even without being solicited.

Although the company didn't hold any special event to mark the maiden issue, major local newspapers reported plans for the launch the week before its release.

Though some ads were transfers from the company's other publication, *PC Digest*, the *CW* ad volume was sufficient to boost the planned number of pages from 16 to 20. "We'll probably be staying with the 20-page size regardless of the number of ads, in order to provide our readers with enough 'meat,'" Wong said.

Wong was disappointed that some large advertisers such as IBM held true to their standard local policy of not advertising in a new publication—even a *Computerworld*—until it has survived its first year. On the plus side, Wong said that Computer Associates signed a one-year contract starting with the second issue.

The presence of *CW Philippines* has caused the competition to react defensively. *Computer Times*, which had been a biweekly for six years, suddenly announced that it would go weekly, and began hiring additional marketing and editorial staff.

BIWEEKLY—FOR NOW

Wong said it's still unclear whether the Philippine audience wants or needs an IS weekly. He's not ready to increase frequency just yet, noting that their rival has only succeeded in increasing its overhead without adding income. Sources tell him the paper is simply doubling the frequency of the ads of existing advertisers—free.

"From painful firsthand experience, we know the extreme difficulty of meeting printing and delivery schedules, given the almost magical way that things tend to go awry in this country," Wong said. "It will take a lot out of our rivals to maintain that weekly regimen, and if it weakens them, then it strengthens us."

Wong, Editor-in-Chief **Chin Wah Wong** and the rest of the eight-person staff expressed high hopes for their new publication. "We'd like to offer thanks to everyone who shared insights at the Singapore product line meetings in May, particularly [*CW* Executive Editor] **Paul Gillin**, [*CW Japan* Publisher] **Jim Povec** and [International News Group President] **David Hill**," Wong said.

InfoWorld and ExecuTrain Combine Strengths

The InfoWorld Test Center has teamed up with ExecuTrain, IDG's computer software training partner, to offer product testing seminars for MIS professionals.

The first seminar will be held September 23 in Atlanta, followed by one in San Jose, Calif.

Developed to teach MIS professionals how to design in-house computer testing programs, the seminars will cover a wide range of topics, from how to decide which products to test to outlining the mechanics of testing.

By using proven methods to test and evaluate products, MIS professionals can increase the value of their computer investment and ensure that their PC hardware and software meets their organization's needs.

Infoworld's test center staff met with ExecuTrain to establish the course material and then spent four months writing the manual which will be used by students in the seminar.

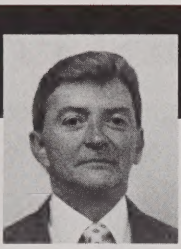
According to Test Center Director **Lauren Black**, the manual takes a practical approach, detailing, for instance, what needs to be considered when testing a word processor.

ExecuTrain will provide the seminar's instructors, who will soon spend an intensive three days at the test center studying *InfoWorld's* product testing methodology and testing concepts.

Black said that seminar attendees will benefit from this unique combination of *InfoWorld*'s expertise in product testing and ExecuTrain's extensive experience in teaching.

ExecuTrain plans to offer similar seminars in cities nationwide as a regular part of its services.

On line



ASK WALTER

Q I'm interested in obtaining my M.B.A. part-time. Are there any programs where IDC or IDG will financially sponsor an employee?

A All of the IDG companies offer tuition reimbursement for any training and/or college courses that are directly job related. As this can vary all over the place, the best person to contact is your local human resource person and, of course, your direct supervisor.

Q What were some of the obstacles that led to the decline and eventual closing of *Computer Reseller Europe*?

A *Computer Reseller Europe* was, for the most part, an experiment on the part of IDG to test the feasibility of doing a special pan-European publication that was originally designed to appear only in conjunction with major information technology fairs around the continent.

As we had suspected, the desire on the part of advertisers to reach a pan-European audience was simply not there. It has always been IDG's policy to treat each and every market as a separate one in the belief that there are just too many cultural, social and business variants between countries.

Computer Reseller Europe was also hoping to rely very heavily on our International Marketing groups around the world to supply advertising. Again, the support was simply not forthcoming from the advertising community.

Q What does the experience with *Computer Reseller Europe* mean for any regional publication or a global publication such as *Global Networks*?

A While one should never say never it is unlikely that we will again be looking to experiment with "global" type publications. Rather we want to concentrate on our global programs for each of our core publications — *Computerworld, Macworld, PC World* and *Network World*. As announced in recent issues of *IDG World Update* we now have complete global advertising programs in place for all of the core products except *Network World*, and that will be on the way in the relatively near future. These programs are designed to allow an advertiser to reach all of the markets we serve and to give that advertiser the readers who will buy their products.

Global Networks is another case in point of a "global" publication that simply did not gain enough advertiser acceptance to justify it as a stand-alone publication. As the content of *Global Networks* is of the best quality and of great interest to readers, it will become a special section of *Network World* in the coming fiscal year.

Having said all of that, however, there is one idea being developed that we do believe will have merit as a global publication. More on that later.

Q What is the difference between IDG Hi Tech Beijing and *China Computerworld*?

A *China Computerworld* is the *Computerworld* publication that serves the mainland China marketplace, while the Hi Tech Beijing group is involved in many other information technology related products and services. *China Computerworld* is now more than 10 years old and continues to do extremely well in this very important market for IDG.

Q What is the status of *Computerworld* in the U.K.?

A Our new managing director, Terry Chellew, is very hard at work on the launch of our new *Computerworld U.K.* He will be making some major announcements in the very near future. We would expect this publication to debut within FY 92, and research and hiring of staff is well under way. There will also be a special U.S. team from *Computerworld* that will be assisting in the pre-launch activities.

Q Do you have any industry or historic role models?

A In terms of an industry role model that would certainly have to be Pat McGovern. Having been with Pat for so many years I have the utmost respect for his ability to accurately call information technology trends and to spot major changes very early on. From his position as chairman of IDG he has a unique perspective on global IT matters.

In terms of an historic role model it would probably have to be Johann Sebastian Bach. He surely must have had one of the most fertile, yet uncluttered, brains of all time. His body of music is not only immense but immensely diversified, and it summed up in a rather spectacular fashion some three hundred years of musical style and content that had preceded him. After him there has really never been anyone who has been able to accomplish the same kind of thing in music or, for my money, in any other discipline.

■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Emerging Technologies Launches First Product

Emerging Technology Applications (ETA), in conjunction with *Network World*, has just introduced a comprehensive information service on enterprise networking: the Enterprise Networks MarketScope.

MarketScope represents the first offering from ETA, one of IDG's newest operating units. According to ETA founder and President **Paul Earl**, the service, in development since April, uses CD-ROM technology to access multiple market data and news databases on enterprise networking. The service can be used on desktop as well as notebook personal computers.

"The speed with which articles can be retrieved and the relevance to any combination of search criteria is truly remarkable," said IDG Chairman **Pat McGovern** after seeing the product demonstrated.

"It's extraordinarily quick and impressive," said IDG President **Walter Boyd**. "Paul has been working with our publications to set up individual databases to work with the system, and I believe it's going to be a tremendous sales tool for all of IDG."

Enterprise Networks MarketScope was first introduced and demonstrated at ComNet West '91 and at several IDG offices. It is currently being updated for formal release in September, and sales and marketing plans are now being developed. Earl expects the product to be marketed through the *Network World* sales force.

"We intend to use the data at Network World so that our salespeople can become marketing partners with their advertisers," said **Don Mahlmeister**, *NW*'s national sales manager.

REDUCED COSTS

Earl said the product provides valuable insight and critical data to *NW* advertisers for marketing, product planning, advertising and sales applications. Having this information available internally will also reduce costs and benefit *NW* operations in the areas of sales support, marketing, editorial, circulation and research, he said.

"Clients of both the publishing and research companies continue to demand more highly targeted and accessible information," Earl noted. "IDG companies will respond to these demands by integrating value between technology and content in order to realize superior performance."

A single compact disk holds all the information, with plenty of room left over for additional databases to be added. A simple menu-driven program guides the user through the searches, displays and analysis routines. The system allows users to specify any set of search criteria to target a particular segment of the market. Hypertext links carry out the search initiated in any one of the databases across the others, as well.

Output options include location or product counts, profiles, exporting results to other programs, and access to contacts for follow-up direct mail, telemarketing, focus groups and in-depth surveys.

MarketScope is being positioned as a key information resource for vendors in the enterprise networking market to improve the profitability and consistent implementation of their planning, marketing and sales initiatives.

With Enterprise Networks MarketScope, marketers can estimate the size of the market, see who the competition is, find what users are demanding, segment the market to support telemarketing and direct mail in a much more targeted and cost-effective fashion, and implement marketing programs. Vendors can also use it as the core of their sales support systems, integrating it with information on their own products, including specifications, pricing, tutorials and demonstrations.

For more information or a MarketScope brochure, contact Earl at (508) 935-4669, fax (508) 879-0184 or E-mail box P.Earl.

Paul Earl uses an 8 pound, CD-DOM-based notebook computer to demonstrate Enterprise Networks MarketScope.

Three Databases of Timely Information

- **ENTERPRISE NETWORKS DATABASE: contains information on the demographics, computers, networks and plans to buy across nearly 70,000 business locations. More than 30 different types of data elements support in-depth segmentation analysis by product, technology intensity, vendor, market, company and more. This database was derived principally from qualification card information and additional surveys.**

- **NETWORKS MARKET SCAN: has the full text and graphics covering 18 months worth of *Network World*, including news, product reports, technology, network diagrams, forecasts and more.**

- **INFORMATION TECHNOLOGY RESEARCHFINDER: lists and categorizes all research reports produced by IDC, including over 900 reports since January 1990. A CD-ROM product containing all IDC research is currently being developed.**

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK August 12, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

LAN ANALYST (IDC)

Responsible for quantitative and qualitative research in LAN technology, report and bulletin writing, as well as client service inquiries. Requires strong foundation in marketing and research skills, experience in primary research design and implementation, an in-depth knowledge of LAN technologies, and it's leading vendors, and trends in LAN usage. Excellent writing skills, and good speaking and presentation skills required.

ACCOUNT MANAGER (IMI)

Responsible for pursuing all advertising opportunities through creative and imaginative sales techniques; while maintaining a professional and consistent performance in fulfilling all sales goals. Responsible for servicing and maintaining all advertising after the sale is made. Familiarity in the computer industry preferred.

ADMINISTRATIVE ASSISTANT (MAC)

Responsible for providing administrative support for Macworld Editorial/Art department. Secretarial or general office experience (typing, filing, phones) required. Organized, flexible individual with initiative, an eye for detail, and a personable phone manner. Must be resourceful. Knowledge of personal computers (preferably Macintosh), including word processing. Willing to learn new applications and to expand knowledge of personal computers. Familiarity with database applications preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	Job Hotline
LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
TISC	Paula Doggart	
	(508)935-4797	
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge/Sheila O'Brien	Job Hotline
GPI/SWP	(603) 924-0100	(603)924-0281
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Neumann	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: August 12, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Marketing Support Rep.	*Emerging Technologies,* Framingham	S. Perry	(508)935-4407
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	M. Cornetta	(508)935-4734
NWW	President/Publisher	*NetworkWorld*, Framingham, MA	W. Boyd	**NO PHONE CALLS**
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	R. Visconti	(508)875-6400
LPC	Production Assistant	*LOTUS,* Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News,* Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Sales Manager	Framingham, MA	P. Doggart	(508)935-4797
TISC	Marketing Manager	Framingham, MA	P. Doggart	(508)935-4797
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Research Assistant	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Financial Coordinator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Electronic Typographer	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
IMI	Account Manager	Rosemont, IL	S. O'Brien	(708)827-4477
MAC	Administrative Assistant	*Macworld*, San Fransisco, CA	J. Lagas	(415)978-3349
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

WE'RE CELEBRATING CREATIVITY

Do you dabble in drawing? Engage in embroidery? The call is out for IDG's Boston-area employees to participate in an art program sponsored by the Tufts Associated Health Plans.

What Is It?

"On My Own Time" is a program of art exhibitions designed to involve, encourage and acknowledge the avocational talents of company employees. The program was created to demonstrate that living a balanced life and engaging in stress-reducing activities makes everyone healthier and more productive in the workplace

How it Works

Computerworld will organize an in-house exhibit of original employee art work which will be judged by representatives of the local art community. Selected works will then be displayed with outstanding entries from other participating companies at a public exhibition in January.

What Are the Entry Rules?

Eligibility requirements for On My Own Time '91 are the same for all participating companies. They include:

- Categories are: photography, weaving, sewing, quilting, knitting, needlework, ceramics, woodwork, stained glass, jewelry, macrame, sculpture, construction, painting, drawing, graphics, rugs, embroidery, flower arranging, cake decorating, metal work, and other artistic specialities

- Participants must be employees of the company - full-time, part-time or retired. Families of employees may participate at in-house shows at the discretion of each company, but only employee work will move on to the regional exhibit.

- All levels of artists and craftspeople are encouraged to participate - from beginner to professional.

- Each employee may submit a total of three works in the same or in different categories.

Look for "OMOT" information booths at Computerworld and 5 Speen Street beginning August 12. For more information on complete entry rules, and to submit artwork, contact:

LuAnn Nightingale or Bonita Cox
Computerworld H.R. Dept.
(508) 879-0700

Deadline for submissions is September 20, 1991

Windows World Gets Off to Fast Start Down Under

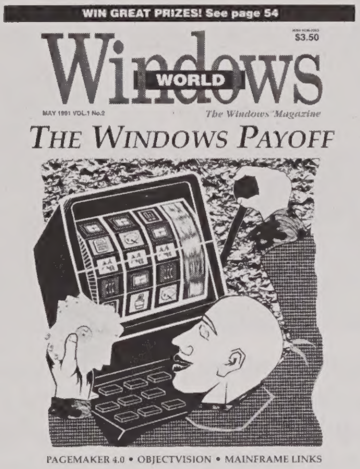
IDG Australia introduced *Windows World* at the Sydney PC '91 show in March, and momentum for the publication continues to build.

Originally conceived as a special project of *Computerworld Australia*, the magazine includes articles on how to make the most of the Windows environment and news on important market developments. It is the only Windows-specific publication in the country.

The first issue was mailed as a *CW* insert, with 6,000 copies distributed as a stand-alone publication on the newsstand.

Although the newsstand launch involved little promotion, sales through this channel exceeded 70%—the highest ever for any IDG Australia title.

According to General Manager **Don Kennedy**, the level of reader and advertiser enthusiasm has been "incredible." Ad bookings for the first issue exceeded projections and continue to grow. Attendees at the Sydney show flocked to the IDG booth, prompting the staff to first charge a price, and then raise it, in order to not run out of the 1,500 issues too quickly. As a result, the staff immediately decided to change the planned frequency from quarterly to bimonthly.


WIN GREAT PRIZES! See page 54
$3.50
Windows
WORLD
MAY 1991 VOL.1 No.2
The Windows Magazine
THE WINDOWS PAYOFF
PAGEMAKER 4.0 • OBJECTVISION • MAINFRAME LINKS

***Windows World's* May issue continued its distinctive avant-garde design.**

PLENTIFUL RESOURCES

Kennedy credits numerous sources for helping with the first issue, including *PC World* staff in the U.S. who sent advance stories and artwork.

The publication also picked up stories from the IDG News Service and local reviews, user stories and columns from the editors of *Australian PC World*, *Australian Macworld*, Microsoft's user magazine and the managing director of Microsoft Australia.

Kennedy said one of the keys to the publication's success is the innovative design—"user-friendly" and full of graphics—created by Production Supervisor **Gary Clark**.

In addition to excellent design and content, one ad in the first issue earned special recognition. The eight-page centerspread featured WordPerfect for Windows. "Not a bad selling job considering WordPerfect still hasn't been able to get the product out of beta testing!" Kennedy said.

With the increase in frequency, Kennedy created more synergy by housing *Windows World* under *PC World*'s wing. **Jan Wikstrom**, the current editor, reports to *PC World* Editor **Robert Thirlwell**.

"Since taking over the editing with the last issue, Jan has significantly improved it, adding more local reviews and a strong sense of editor-to-reader communication that should make *Windows World* even more popular," Kennedy said.

The third issue was published in time for last week's Windows World Expo in Sydney. The circulation stands at 23,000, including newsstand, paid and selected *Computerworld Australia* readers who are being asked to convert to paid subscriptions.

The word on *Windows World* has traveled far and wide. Kennedy said that the office recently got a subscription request from the U.S.S.R. National Public Library for Science and Technology.

Calendar

SEPTEMBER 3-5
Publish '91
Darling Harbor Exhibition Center
Sydney, Australia

SEPTEMBER 22-25
CIO Conference: "IT and the Corporate Agenda: People, Productivity & Profit"
Hyatt Regency
Monterey, CA

SEPTEMBER 22-25
European Managers Meeting
Barcelona, Spain

SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

SEPTEMBER 25-27
IDC European IT Forum
Venice, Italy

OCTOBER 8-10
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

OCTOBER 15-18
CD-ROM Expo
Washington Hilton
Washington, D.C.

OCTOBER 21-25
Comdex
Las Vegas, NV

OCTOBER 23-27
Hi-Tech/Ankara
Ankara, Turkey

OCTOBER 29-31
(Note new dates)
Macworld Expo/Asia
Hong Kong Convention
& Exhibition Centre
Hong Kong

ComNet West Attracts International Audience

The success of the first Communication Networks West Conference and Exposition (ComNet West) in San Francisco July 15-18 has spurred more than 100 exhibitors to sign up for next year's show.

ComNet West, a World Expo Corp. production, attracted more than 6,500 attendees from around the world. More than 170 companies exhibited, and over 100 new products were introduced, including IDG's Enterprise Networks MarketScope *(see story on page four)*.

The comprehensive program featured dozens of seminars and tutorials. Many of the seminars, especially those centering around local network interconnection technology, took place before capacity crowds.

IDG employees involved in seminar presentations included *Network World*'s Executive Editor **John Dix** and Senior Editor/International Networking **Barton Crockett** and IDC's Vice President/Communications **Gigi Wang.**

World Expo Corp.

World Expo Corp. staff members make sure ComnNet West is on the cutting edge. (L-R) Christine Krajewski, Richard Caplan, Letitia Clementi, Cherif Moujabber, Barbara Inglese, Paul Hajar, Bill Sell, Bill Leitch, Robin Poulin and Glenn Gaudet.

Many attendees were particularly interested in seminars chaired by an international array of industry and government leaders on doing business in the global market. These seminars were designed to provide communications professionals with insight into the latest developments in the Pacific Rim, Europe and Latin America.

"The audience at ComNet West was a sophisticated group with an international bent," said WEC Senior Vice President **Bill Leitch**. "It's clear exhibitors thought this was a quality group, since more than half the space for next year's show is already sold to companies that had booths this year."

In addition, most of those exhibitors are doubling their space.

Turkish Licensee Relocates

IDG's licensee in Turkey, UFT, publishers of *Computerworld Monitor* and *PC World Turkey*, has moved its headquarters from Ankara to Istanbul. The Ankara office will continue to be used as a branch office, but all correspondence should be directed to:

Mehmet Ali Altaca, General Manager
Eski Osmanh Sk. Dilan Sitesi
A Blok 8/11 80290
Mecidiyekoy/ISTANBUL Turkey

Telephone: 90-1-174-75-27
Fax: 90-1-174-97-66

Noteworthy !

TRANSFERS

Jeff Berlin has moved from *InfoWorld* to *PC World*, where he has accepted a position as a designer of infographics and illustrations.

NEW EMPLOYEES

Dana Bryant Sadoff joins IDG Books Worldwide as an editorial assistant. She recently graduated from California State University/Hayward with a B.A. in liberal studies. Sadoff enjoys camping and backpacking, going to the movies and frequenting good and unusual restaurants.

■ ■ ■

Ely Yao is the new department manager for International Market Services in Taiwan. He is based at the IDG Taiwan office, where he reports to William Chang.

Two IDGers Celebrate a Decade of Service

IDG Chairman **Pat McGovern** recently escorted two Massachusetts-based employees to lunch in honor of their 10th anniversary with the company.

IDG World Update

Pat McGovern dined at the Ritz with Karen Weston...

Karen Weston began working at IDC Framingham in May 1978 as a production typist for the research department. In December 1979, she served as the production assistant for the publications department. From August 1980 until March 1983, Weston was the administrative assistant for the publications department and Software Research Group. In March 1983, she became budget administrator for the administration division. In September 1987, she was promoted to operations manager for the Technology Services Group.

After taking some time off, Weston returned in November 1990 as group operations coordinator for the IDC Desktop Group. Weston and her husband, Rusty, reside in Norwood with their two children. On the weekends she enjoys spending time with her family in Falmouth, Mass.

IDG World Update

...and at the Meridian Hotel the next day with Jeff Pennett

Jeff Pennett was hired in July 1981 as a computer operator in the production/typesetting department at *Computerworld*. In December 1985, Pennett was promoted to Atex Systems Manager in the MIS department, and two years later, he was moved up the ladder to systems director. In October 1989, Pennett transferred to *Network World* to become the publication's information services director. Pennett, his wife Ellen and their eight-year-old daughter reside in Holliston. In his spare time, he enjoys restoring old cars and has started to enter car shows.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of August. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Shirley Day-Kohn - IDG Germany

THIRTEEN YEARS
Karl Heinz Zimmermann - IDG Germany

TWELVE YEARS
Renate Kretz - IDG Germany

ELEVEN YEARS
Ursula Pusch - IDG Germany

EIGHT YEARS
Georg Sing - IDG Germany
Susan Gotwalt - IDG Germany
Bill Boyer - IDG Peterborough

SEVEN YEARS
Morten Hansen - IDG Norway

SIX YEARS
Tore Harald Pettersen - IDG Norway
Tom Miller - LINK Resources

FIVE YEARS
Vicki Blake - *Digital NEWS*
Debra Brown - IDC

FOUR YEARS
Molly Leung - Asia Computerworld
Günter Petzchen - IDG Germany
Andres Põldroo - IDG Sweden
LouAnn Morin - IDG Peterborough

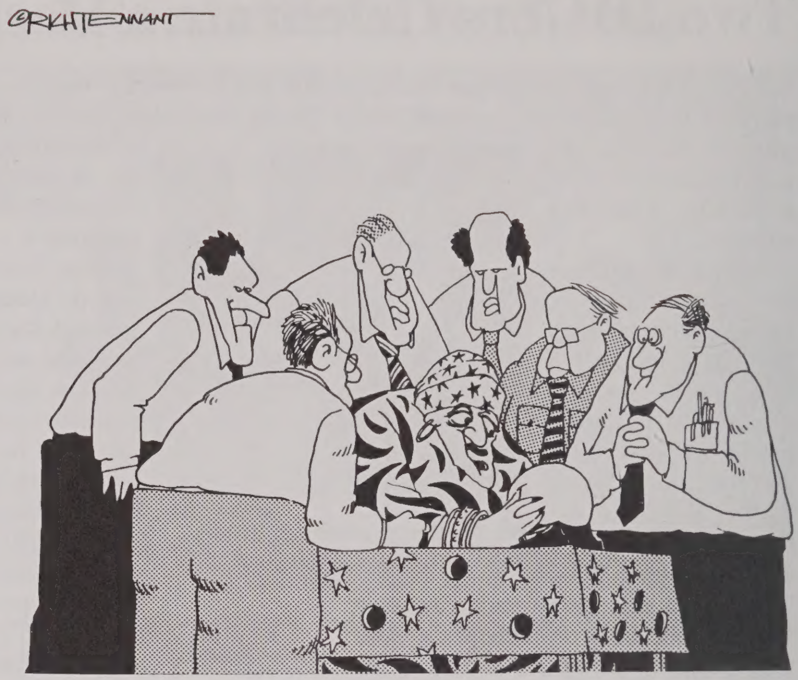
THREE YEARS
Megan Santosus - *CIO*
Eric Kestler - ISG
Nancy Stubbs - *Digital NEWS*
Britt Want - IDG Norway
Bernhard Steen - IDG Norway
Scott Finlay - *Network World*
Ellen Sanderson - IDG Dallas
Alana Korda - IDG Peterborough
Suzanne Stefanac - *Macworld*
Lindsay Davidson - *Macworld*
Marla Miyashiro - *PC World*

TWO YEARS
Kelly Conlin - IDGHQ
Cynthia Davis - Lotus Publishing
Tom Helge Berglie - IDG Norway
Anthony Doesburg - IDG New Zealand
Heinrich Seeger - IDG Germany
Elfriede Tenbieg-Mutert - IDG Germany
Gerhard Schmid - IDG Germany
Gabriele Lange - IDG Germany
Stefan Frevel - IDG Germany
Dr. Michael Klein - IDG Germany
Josef Gruber - IDG Germany
Gry Aspaas - IDG Denmark
Karen Moltenbrey - *Network World*
Claire Scanlan - IDC U.K.

ONE YEAR
Laura Janney - Asia Computerworld
Per Anders Amundsen - IDG Norway
Denise Taute - IDG Australia
Klaus Drabbe Hermansen - IDG Denmark
Yukiko Yoshida - IDG Japan
Lisa Ladle - *Macworld*
Victoria Jones - IDG

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Mark Sullivan will receive an official "Off line" T-shirt, and the honorable mention winners will receive IDG World Update painters caps.



"Hmm... It says here that extended use of pocket protectors causes sterility."
-**Mark Sullivan**, CW Publishing

HONORABLE MENTIONS:

"Establishing network connection: please stand by..."
-**George Griffin**, *Network World*

"Okay, I'll try one more time, but really I don't think this is going to work with a trackball."
-**Jeremy Judson**, IDG Books Worldwide

"...and your ESOP contribution for this year will be..."
-**Martin Marshall**, *InfoWorld*

"Now, to beat *Computerworld* you must drape yourselves in crimson silk and dance under a full moon, while chanting the theme song from Green Acres. That will be $6, please."
-**Laura Janney**, *Computerworld Hong Kong*

Madam Zenda predicts the future of OS/2.
-**Jeni Kline**, IDC Australia

"...and I see ACE merging with OSF, Intel consorting with Motorola, Borland buying IBM, Wendy's selling laptops..."
-**Mark Cappel**, *Sunworld*

"Looks like you guys *are* outta luck. IBM's gonna introduce the robot IS director in '94."
-**Derek Hulitzky**, *Computerworld*

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

***IDG World Update* is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

A Step-by-Step Look at the Licensing Process
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Arab Publication Illustrates a Translation Tangle
- PAGE 3

Facts and Figures: Profiles of IDG's 17 Licensees
- PAGE 4

IDG World Update

VOLUME 21, NUMBER 33
AUGUST 19, 1991

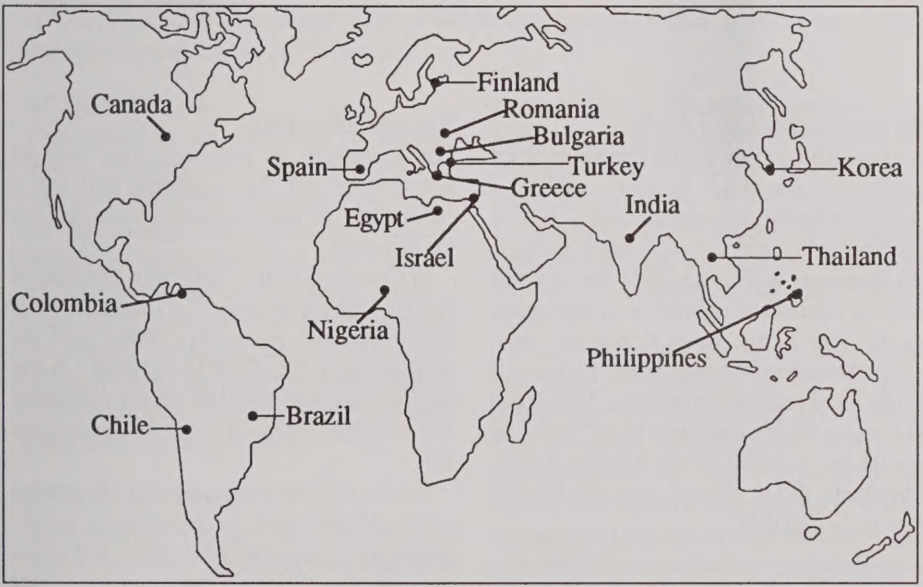
license agreement

li•cense a•gree•ment lis - en(t)s\ \a-gree-ment\ n (1) : a document granting permission by a competent authority to engage in business.

Special Issue on Licensing

While the majority of IDG publications are published by wholly owned subsidiaries or partners in joint ventures, IDG also has license agreements with publishing companies in 17 countries. These agreements authorize local editions of publications with familiar names such as Computerworld *and unique titles such as Chile's* Informatica *and* Infoclub *in Romania. This week* World Update *profiles IDG's worldwide family of licensing partners.*

Worldwide Partners



IDG's licensing partners span the globe. IDG's first licensee, Informatica Ciisa in Chile, was signed in 1979. The most recent publishing partner, Wafai & Associates of Cairo, Egypt, signed in July.

Why Licenses Are an Option

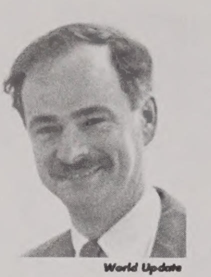
Given a national market with reasonable stability and growth potential, IDG prefers to launch a fully owned subsidiary, managed and staffed entirely by individuals from that country.

However, when IDG is looking to establish a presence in a country, licensing can be a good option where either 1) the market is too small or too unstable to devote management resources to or 2) government regulations make foreign investment in publishing unreasonable or illegal.

Sometimes IDG grants licenses in a country where it already has a subsidiary. This happens when IDG receives a proposal from an outside company to publish an IDG-owned title. The subsidiary is always offered first rights to publish that title. If the subsidiary is not interested, IDG investigates the viability of an outside company and, if appropriate, negotiates a license agreement for that publication.

Licensing Agreements Thrive on Cooperation

David F. Hill, president of IDG's International News Group in Boston, has been responsible for IDG's worldwide licensing activities since 1987. Hill outlined some steps in pursuing a licensee.



World Update

David F. Hill

Find a Partner

Thoroughly investigate a potential partner's reputation, finances, experience, personalities, technical know-how, market knowledge and related business opportunities. Ask him to supply a complete competitive analysis of other publications in the market.

Trust Your Instincts

Meet prospective partners face-to-face, preferably in their offices. If there's no energy in the office, or if people appear insincere, steer clear—regardless of what promises they make. Take your time.

Register the Trademark

A seemingly forthright publisher might run down to the trademark office 10 minutes after talking to you and register your title. If he does, you lose half your clout immediately, and it may be expensive or impossible to win it back. It's important to work with a law firm that specializes in trademark law.

Establish a Plan

A license agreement often includes a business plan covering all major editorial, advertising, circulation, staffing and growth goals. Having these in the written agreement can be important, but even more valuable is the process of formulating that plan with the new partner. Both sides come out of this kind of discussion with a better understanding of the other—and even whether the project is feasible.

Entrepreneurial Energy

IDG prefers companies with high-energy environments. Computer publishing must exist at the leading edge of technology and ideas. A complacent publishing company with successful titles and a mild inclination to dabble in computer publishing is not one we want to work with.

Editorial Independence

IDG's publishing formula is simple: produce the best editorial in the market—with accuracy, fairness, thoroughness, timeliness and impartiality. The industry will be obliged to read that magazine—and advertisers will follow.

> **An international, cross-cultural license deal will succeed or fail not on the skill with which the written document is negotiated and drafted, but on the partners' working relationship.**
>
> **-David F. Hill**

Investigate Industry Links

If a publishing company is controlled by a business in the target industry, such as a computer hardware manufacturer, IDG's credibility is undermined. Even if the parent company never meddles, the appearance of conflict of interest is as damaging as the real thing. A local partner must understand this philosophy and translate it to the local publishing culture. This is not to say that the partner must be as "pure" as would be required in the United States. Standards differ abroad, and it's important to be flexible.

Establish a Solid Personal Relationship

This step cannot be overemphasized. An international, cross-cultural license deal will succeed or fail not on the skill with which the written document is negotiated and drafted, but on the partners' working relationship.

Truly successful license arrangements require substantial investments of time, both during the start-up and on a continuing basis. Once an agreement is signed, it's time to go to work with the new partner. All decisions should be made by the local partner.

At IDG we do our homework to make sure we have a partner that knows the local market, the industry and the players. We then supply a complete package of resources for the local partner to draw on, as he sees fit in order to produce a unique local product for his marketplace (see sidebar page 3).

Royalty Structure

For a variety of reasons, IDG license agreements call for royalties that are a percentage of total revenues collected by the licensee.

We believe in this approach because it emphasizes partnership. IDG succeeds only if the licensee succeeds. With such an arrangement, there can be no doubt in the licensee's mind that his parent company has every incentive to help him be successful.

Such a royalty structure also eliminates much of the need to renegotiate agreements as foreign partners grow and prosper. Simple side letters can cover additional titles to be launched under the same broad agreement.

Finding the Correct Translation Is Not Always as Easy as A B C

Translating an English-language title into another language can prove quite difficult.

For example, IDG's most recent licensee, Wafai & Associates in Egypt, went through an extensive market analysis to come up with an appropriate translation for *PC World*.

They considered calling the magazine *Alam Al-Computer*, which is literally translated as "World of the Computer." However, since the content of the publication reflects *PC World* rather than *Computerworld*, another name had to be chosen.

ALPHABETIC DILEMMA

The problem with adding "PC" is that there are no P's or C's in Arabic. One way to refer to a PC in Arabic is to call it a "small computer"—*combuter saghir* (the "p" is written in Anglicized Arabic as a "b" with two dots underneath), but this expression has a negative connotation in Arabic. Thus, Arabic-speaking people refer to all computers—even PCs—as *aghezat combuter* (computer equipment) or *aghezat haseb* (calculating equipment), both of which are somewhat awkward and inappropriate.

The only other alternative would be to try to transliterate PC into Arabic, and that produced the equally awkward: "by sy."

Finally, the Wafais decided to reinforce the Arabic orientation of the magazine by expanding the title to *Alam Al-Computer Al-Shark Al-Awsat*, which conveys the image of computers and the Middle East. The title *PC World Middle East.* will also appear in English in smaller letters on the front cover, along with *PC World*'s traditional red logo.

Have You Ever Wondered What All Those Buzzwords Mean?

IDG President ***Walter Boyd*** *offered the following explanation of other ways IDG engages in publishing opportunities.*

ACQUISITION

This refers to the purchase of another firm's business. IDG usually prefers to buy only the assets of a corporation, and for publishing companies, that usually means primarily the circulation list. Acquisitions can take many forms ranging from outright purchase of all of the assets in question, to buying a percentage of the company with an agreement in place to buy additional percentages of the company over a period of time.

JOINT VENTURE

This business venture could either be a start up of a new company in partnership with another company and/or individual or the purchase of, perhaps, half a company so that the original owner keeps the remaining shares. In the first example each partner puts up an equal amount of equity or the percentage of equity to match their ownership position (50:50, 51:49, etc.) In the second example, the buying company pays the original owner a percentage of the value of the company for a like amount of equity.

Joint ventures tend to be the least desirable form of ownership for IDG as quite often there is really no one person/company in charge. Presently, IDG tends to do joint ventures only where required by local country laws or requirements. Where we have this type of arrangement we make sure that there is indeed a "product champion" in place that then answers independently to a board of directors made up of both partners.

Key Elements of an IDG License Agreement

- **LICENSE BY TITLE**
  IDG always licenses title by title, never giving blanket permission to use all titles.
- **PURCHASE OPTION**
  IDG receives the right to buy into the publication at a future date.
- **TRADEMARK PROTECTION**
  Licensees are obligated to protect IDG trademarks from misuse in their market.
- **ROYALTY STRUCTURE**
  IDG prefers royalties that are a percentage of revenues. This arrangement reinforces the partnership between IDG and the licensee.
- **DEFINITION OF TERMS**
  "Trademark," "copyright," "translation," or "contribution" may mean different things to different people.
- **ACCESS TO INFORMATION**
  Licensees receive access to the IDG News Service, IDG publications and other sources of IDG information, including worldwide ad representation by IDG's International Marketing Services.
- **NEWS CONTRIBUTIONS**
  Licensees agree to be the IDG News Service representative for their markets, feeding news to the rest of IDG.

World Update Profiles IDG's Diversified Licensees

BRAZIL

JVA Comunicação signed in 1991
KEY CONTACT: Publisher **João Victor Longo**

A Revista de Editoração Eletrônica: Edição de Lançamento
Publish
Primeiros discos óticos multifunção chegam ao Brasil
Debate
Tendências para o futuro
Sistemas & Técnicas
Sistemas baseados no PC
Tipos & Dicas

Publish Brazil was launched at the V Fenasoft show in Sao Paulo this spring, one of the largest trade fairs in the country. The publication debuted at a time when the Brazilian desktop publishing market is experiencing a great boom. Longo feels the magazine is not only a part of the expansion but will also reap its benefits. Sales of the premiere issue of *Publish* represented a landmark in the Brazilian editorial market, as more than 1,000 subscriptions were sold in the first 24 hours. Advertisers who were reluctant to buy into the first issue quickly changed their minds and are now committed to supporting the magazine. *Publish* has a bimonthly circulation of 20,000.

BULGARIA

IDG Technika Communications, Ltd. signed in 1991
Key contact: Managing Director **Tatiana Hinova**

World Update

Tatiana Hinova

Technika, a book publishing house based in Sofia, publishes *Computerworld Bulgaria.* The 16-page biweekly newspaper has 3,000 paid subscriptions and approximately 8,000 copies distributed to newsstands.

Although Bulgaria is a small country, it has a well-developed computer industry and produces PCs, parallel-processing machines, disk storage units and electronic boards. About 80,000 PCs are currently in use. Bulgaria's recent entry into a market economy offers the country enormous opportunities to develop further in the computer market.

Computerworld Bulgaria will become a weekly publication in 1992. The staff, which consists entirely of women, is also researching prospects for a second publication, *PC World Bulgaria.*

CANADA

Laurentian TechnoMedia Inc. signed in 1987
Key contact: Chief Operating Officer **Andrew White**

Canada is one example of a country that does not allow foreign ownershp of publications. Laurentian's publications, all of which are by subscription only, include *Direct Access* (circ. 42,000), a twice-monthly newspaper specializing in data processing recruitment advertising, and *Graduate Computerworld* (circ. 50,000), a quarterly tabloid that gives Canada's future IS professionals advice on choosing their careers. The company launched *Networld World Canada* in April as a quarterly publication, but the reception was so strong the frequency was changed to bimonthly. Now attracting approximately 25,000 readers, the publication will shift to a monthly schedule in September.

C D
For Canada's MIS & Departmental Computing Buyers
COMPUTERDATA

September also holds major changes for Laurentian's flagship publication, *ComputerData* (circ. 32,000), a monthly tabloid targeted at IS professionals with the decision-making power to purchase hardware and software products. Beginning next month, *C/D* will be relaunched as *Info Canada* and will reflect much of the design and content of *InfoWorld*, although unlike *IW* it will include some coverage of mainframes.

CHILE

Informatica Ciisa signed in 1979
Key contact: Vice President **Oscar Barros**

Informatica Ciisa, IDG's oldest licensee, began publishing *Informatica* in 1979 and launched *Computacion Personal* the following year. *Informatica* is published every month except February and has a circulation of 5,000. *Informatica* services a fast-growing and dynamic market and is the only publication in the country with full coverage of the mainframe, mini, PC, and software markets. In terms of readership, more than 50% of its audience is MIS managers, a higher concentration than any competing publication.

The staff of *Informatica*

Informatica Ciisa

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK August 19, 1991

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

INSIDE SALES REPRESENTATIVE/ MARKETING SERVICES DIVISION (IDG)
Manage day-to-day relationships with IDG's largest accounts as "air traffic controller" for national account program by coordinating schedules of national account representatives, managing communications between IDG business units and local sales representatives, developing custom proposals based on client marketing issues and implementing cooperative merchandising programs. Requires client experience, excellent communications skills, exceptional organizational ability and strategic marketing savvy.

PART TIME HUMAN RESOURCES CONSULTANT (BAY AREA)
International Data Group, Inc. is seeking an experienced human resource professional for IMI and Game Pro. Requires 5+ years of HR generalist experience with specialty work in organization/management development. We seek a person with a practical business orientation who is effective working with senior level executives and employees at all levels. Twenty hours per week. Requires travel between San Francisco and Redwood City.

CONFERENCE ADMINISTRATOR (WEC)
Candidate will be responsible for planning several World Expo events. Responsibilities will include research and review of publications for conference topics and speakers, manage agenda administration, choose and coordinate speakers, negotiate food and beverage contracts, assist with promotion, as well as on site conference coordination. Bachelors degree and up to 2 years conference planning experience preferred.

SENIOR ANALYST/PC'S AND WORKSTATIONS (TISC)
Positon requires research and analysis of primary and secondary markets for major PC and Workstation vendors, the generation of residual values updates, the writing of technology bulletins and client support. Candidates must have comprehensive knowledge of major PC and Workstation vendors and their product strategies plus 3-5 years experience within a vendor or end-user environment. Requires good analytical and writing skills; a BS or Business degree is preferred.

PUBLISHER (PCW/IDG)
This position has overall responsibility for the profitability, growth, and business direction of IDG's new MultiMedia Project. Reporting to PCW's Management Advisory Board, this individual will be responsible for developing circulation, sales, and marketing strategies for a major IDG start-up venture. He/she will be in charge of recruiting, assignment and development of business-side staff, in addition to implementing financial analysis, expense control, and reporting systems. Broad based experience in business-side magazine publishing required, successful start-up track record strongly preferred.

NATIONAL SALES MANAGER (PCW/IDG)
Responsibilities include structuring, recruitment, development and management of start-up sales staff for IDG's MultiMedia Project. Reporting to the Publisher, this position will define and implement marketing plans, identify target accounts, establish and develop client relationships, and manage and motivate staff. 7+ years of top level sales management with a recent history of over-quota performance in PC publishing ad/sales and marketing required.

EASTERN SALES MANAGER (PCW/IDG)
Reporting to the National Sales Manager, this position will be responsible for the identification, development, and management of key accounts for the MultiMedia Project in the Eastern U.S. As this position is in charge of the eventual recruitment and management of the Eastern sales force, a highly successful, over-plan track record in Ad/Sales, along with proven skills in rep. management, along with 4 + years experience in the field are required for this position.

EXECUTIVE EDITOR (PCW/IDG)
Broad oversight responsibility for defining the direction, editorial content, and product quality standards for the IDG MultiMedia project. This position will be in charge of recruiting, motivating and managing project staff in producing the startup's product, in addition to working with senior staff at other IDG publications and the user community at large. Will work closely with PCW Senior Management team and the Electronic Pre-Press production group. Candidates must have sound editorial credentials, significant previous project and staff management assignments, and prior startup experience. Position reports to the Associate Publisher.

SENIOR EDITOR (PCW/IDG)
Responsible for the generation of editorial content, assignment, development and oversight of free-lancers/contractors, contributors, and regular staff for the IDG MultiMedia project. This individual is responsible for IDG MultiMedia project. This individual is responsible for tracking of assignments to insure end product is on time, within budget, and meets overall project-quality criteria. Will work collaboratively with Art and Design group to ensure delivery of consistent and distinctive output. Should have 4+ years editorial experience in PC or consumer electronics publishing, including sourcing, development and management of a technical freelance talent base.

OFFICE MANAGER (PCW/IDG)
Responsible for logistics and administrative duties connected with a start-up enterprise, including: negotiations and ongoing relations with service providers (telecom, mail, information systems, building services), vendor and contractor invoicing, scheduling and general office management, and special project as assigned. This position reports to the Publisher and Associate Publisher of the IDG MultiMedia Project, and requires exceptional administrative, interpersonal, and clerical skills, a sound understanding of budgeting principles, and the ability to plan and organize projects independently.

SENIOR EDITOR/FEATURES (CWPI)
Responsible for scheduling and overall production planning and management for all special reports as well as content assignment and editing. Requires excellent organizational and time management skills, detailed knowledge of production, ability to work in close collaboration with many individuals in various departments and good editing skills. Minimum 4 year college degree and 4 years experience in a publication environment.

NEWS EDITOR (CWPI)
Senior editorial management position charged with the responsibility of directing the news gathering efforts of a 23 person news reporting staff. Strong and demonstratable editing skills are a must as well as the ability to work effectively with others to develop skills and knowledge. Requires a broad-based understanding of computer technology and it's management issues. Strong sense of news presentation and readability is needed including creative approaches to modular layout, informational graphics and photos. Requires a minimum 4 year college degree.

V.P. CIRCULATION (CWPI)
Will play a major role in the conceptualization, development and maintenance of the CW Buyers Database and other ancillary products that support circulation. Requires a seasoned direct marketing professional with significant circulation, database development and list compilation experience.

ASSISTANT NEWS EDITOR (CWPI)
Will serve as primary back-up and assistant to the news editor. A demanding position that requires both editing and writing skills as well as a broad understanding of technology and it's management issues pertinent to ComputerWorld's readership. Requires excellent writing and reporting skills, a minimum of 5 years journalism experience, and previous editing a plus. A four year college degree, strong interpersonal skills and team orientation are required.

RECEPTIONIST (GPI)
Responsible for a large volume of incoming phone calls as well as providing clerical support. Strong telephone etiquette and good organizational skills required along with proficiency and proofreading skills.

CIRCULATION COORDINATOR (GPI)
Responsible for coordintating direct response promotions, tracking and analyzing circulation results, interfacing with outside vendors and providing general administrative support. 2 to 3 years administrative experience required along with good analytical skills and PC experience. Publishing circulation experience a plus.

MANUFACTURING MANAGER (GPI)
Responsibilities include publication cost modeling, budget analysis and reporting, film preparation and printing schedule, managing the day-to-day production operations dealing with printing and distribution vendors. 4 to 5 years publishing production experience with emphasis on the Manufacturing process required. Strong negotiation skills and paper buying experience and an in depth knowledge of Macintosh based production and film preparation preferred.

TECHNICAL ASSISTANT (GPI)
Responsible for maintaining the computer equipment, videogame systems, lab, and Game library. Also perform program testing, video game playing, some article writing and other technical aspects. Excellent video game playing skills and knowledge of computer equipment required along with good writing ability and organizational skills.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW LPC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge/Sheila O'Brien (603) 924-0100	Job Hotline (603)924-0281
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

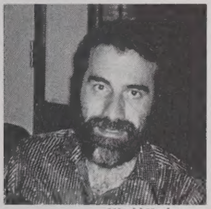
Revised: August 19, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Inside Sales Rep.	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Marketing Support Rep.	*Emerging Technologies*, Framingham	S. Perry	(508)935-4407
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part Tme H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	R. Visconti	(508)875-6400
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Sr. Analyst/PC's & Workstations	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sales Manager	Framingham, MA	P. Doggart	(508)935-4379
TISC	Marketing Manager	Framingham, MA	P. Doggart	(508)935-4379
IFW	Computer Technician	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Research Assistant	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Financial Coordinator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
PCW/IDG	Publisher	*PC World*, San Francisco, CA	P. Kenealy	(415)978-3303
PCW/IDG	National Sales Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW/IDG	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW/IDG	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Offfice Manager	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Sr. Features Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
MAC	Administrative Assistant	*Macworld*, San Fransisco, CA	J. Lagas	(415)978-3349
CWPI	Sr. Editor/ Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	V.P. Circulation	*CWPI*, Framingham, MA	B. Cox	(508)820-8160
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
GPI	Receptionist	*Game Pro*, Redwood City, CA	L. Kavish	(415)363-5200
GPI	Circulation Coordinator	*Game Pro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*Game Pro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*Game Pro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

COLOMBIA

LaNueva Ley signed 1989
Key contact: *CW Colombia* Director **Ciro Villate**


World Update

Ciro Villate

Colombia is the smallest South American market where IDG currently has a presence. Despite tough economic times, the country's computer market is one of the biggest growth industries, increasing at an annual rate of 25%-30%. The government recently eased custom restrictions, making it less expensive to import hardware.

Villate said *CW Colombia*, launched in 1989, has the best reputation in a highly competitive magazine and newsletter market. Last year's campaign to improve the quality of the biweekly publication has paid off, and it is now in the black. The circulation of 5,000, evenly divided between subscriptions and newsstand sales, is so well received that Villate hopes to double subscriptions in two years. Currently, approximately 40% of the content is locally generated and the rest collected from IDG. *CW Columbia*'s editorial staff will soon be connected to the IDG News Service to provide more timely news.

LaNueva Ley, a business publishing house, is restructuring so that *CW Colombia* will be an independent subsidiary.

EGYPT

Wafai & Associates signed in 1991
Key contacts: President **Mohamed Wafai**, and Editor-in-Chief **Cheryl Hohenstein Wafai**

Wafai & Associates has published the monthly *Business Computer User Middle East* for the past two years. Now aligned with IDG, the publication will go through a two-month transition beginning in September to become *PC World Middle East*.

Eighty percent of the editorial is in Arabic and 20% in English. Newsstand and subscription circulation is currently 5,000 and is expected to climb. Readership is wide-ranging with 45% in Egypt, 25% in Saudi Arabia, 29% in Arabian Gulf countries and 1% in Europe and North America.

World Update

Mohamed and Cheryl Wafai

Though the company faces competition from two Egyptian publications and two others based in Lebanon and London that serve the pan-Arab region, President **Mohamed Wafai** feels his publication is in a strong niche. *Business Computer User* has earned the respect of both readers and advertisers because it is the only publication targeting the serious business computer user.

Wafai & Associates will further strengthen its market position this fall when it opens its own lab to test Arabic software. It will not only be the first software test center in the Arab region, but it will be the only site in the world to test Arabic-language-based products, regardless of their origin.

FINLAND

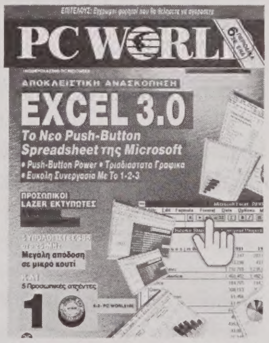
OY Talentum AB signed in 1982
Key contact: General Manager **Timo Tolsa**

TIETO VIIKKO
NOKIA DATA

Talentum, Finland's leading information technology publisher, has a stable of four publications: *Tietoviikko* (circ. 24,000), the country's only weekly computer newspaper targeting executives and DP professionals; *Tietotekniikka*, (circ. 22,000), the journal for members of the Finnish Information Processing Association; *Mikro PC* (circ. 13,200), a monthly magazine for microcomputer decision makers and professional end users and the bimonthly *Tietoverkko* (circ. 8,000), Finland's first professional networking magazine.

GREECE

H.A. Samouhos Ltd. signed in 1990
Key contact: General Manager **Chris Samouhos**



This Athens-based licensee launched its first IDG publication, *PC World*, in January. Fifty percent of the magazine's inaugural issue was sold in the first three days, a very high number for that market. Each month, 15,000 copies arrive on newsstands and are distributed to subscribers. The timely launch coincided with this year's expected 83% growth in Greece's PC base. Samouhos is also test-marketing other IDG magazines, including *AmigaWorld*, *Publish* and *Portable Computing*.

INDIA

Media Transasia India, Ltd. signed in 1989
Key contact: Editor **Murli Menon**

Media Transasia India, Ltd. publishes *Computers and Communications (C&C)*, an English-language monthly publication with a circulation of 20,000. *C&C* is targeted at the end-user segment of the Indian high technology market. The editors strive for

-SEE PAGE 6

Profiles

-FROM PAGE 5

COMPUTERS AND COMMUNICATIONS
C&C
PREMIER 200
AN ANALYSIS OF INDIA'S MOST COMPLETE COMPUTER COMPANIES

exhaustive coverage and in-depth analysis to ensure that every issue is kept for reference after it is thoroughly read. Their goal is not merely to provide a commentary on the Indian computer and telecom industries but to offer solutions and information that can be put to practical use.

The company is considering publishing a *Computerworld* but faces a badly depressed market and tremendous logistical problems in terms of distributing a weekly news magazine.

ISRAEL

People & Computers signed in 1990
Key contact: General Manager **Israel Pelled**

5+1
People & Computers
COMPUTERWORLD
Chicony
adaptec
HEWLETT PACKARD
Quantum

Founded in 1981 by Israel Pelled, People & Computers is Israel's sole information technology publishing house. Pelled, based in Tel Aviv, said he chose IDG because he respected IDG's devotion to IT on the international level, its professional spirit and its decentralized independence.

People & Computers, the nation's only computer and technology newsweekly, is dedicated to providing local and international IT news to the Israeli business community. It is published in English and has a total circulation of 7,000; 5,000 paid, 1,500 controlled and 500 distributed to newsstands. *32Bit*, the *PC World* equivalent, is published monthly and covers the latest in local and international developments in the PC industry. Published in Hebrew, it has a circulation of 9,000: 3,000 paid, 3,000 controlled and 3,000 are sold on newsstands.

P&C also publishes six newsletters by fax. Each deals with an independent subject in the IT field, containing exclusive inside information on the Israeli IT market. *Good Morning People & Computers* is the world's first news/fax letter on the data processing industry.

KOREA

High-Tech Information, Inc. signed in 1989
Key contact: Publisher **Young-Sil Gimm**

World Update

Y.S. Gimm

Korea is another market where foreign ownership in publications is prohibited. After exploring licensing possibilities with eight potential Korean partners, IDG contacted **Young-Sil Gimm**, who had an extensive background in the IT industry. Gimm consequently left his position at an IT company to form his own company, Hi-Tech Information, Inc., and publish under the IDG trademark. He began *Hi-Tech Information*, the Korean version of *Computerworld*, two years ago and launched *PC World* in January. Preliminary plans are underway for *Macworld* and a communications publication when the market is ready.

Other upcoming activities include sponsoring a workshop entitled "Hi-Tech Professional Reporting," which will be offered in the fall for college seniors and graduates interested in a career in journalism. The program will help *Hi-Tech Information* recruit journalists in the tight Korean labor market.

NIGERIA

IDG West Africa Ltd. signed in 1990
Key contacts: General Manger **Samuel Ochapa**, Assistant Editor **Dr. Mayuri Odedra** (London office)

World Update

(L) Samuel Ochapa

This license arrangement is a rare instance of IDG issuing a license for an area larger than just a single national market. The African IT market is still in the early stages of development, and individual national markets cannot yet support local publications. *PC World Africa*, first published in March 1991 with a circulation of 5,000, is distributed to more than 20 sub-Saharan countries. Ochapa aims to double the circulation in the next year.

Alhough the first issue was printed in the U.K., Ochapa is intent on having the magazine produced in Nigeria despite the challenges of securing quality paper and printing. He recently set up a production arrangement in Lagos and hopes to publish the magazine there on a regular monthly schedule. Ochapa is also trying to establish an extensive stringer network throughout Africa.

PHILIPPINES

WS Publishing Co., Inc signed in June 1990
Key contact: General Manager **Po Wong**

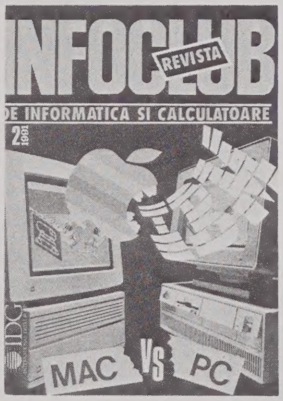
WS Publishing Co., Inc. incorporates material from *PC World*, *InfoWorld* and other IDG publications into *PC Digest/PC World*, its monthly magazine for PC users and managers. Currently, it

COMPUTERWORLD
PHILIPPINES
RP still trails in IT race
Volcanic ash adds maintenance woes
Software exports double but earnings still limited
IBM, Apple outline alliance goals

has a circulation of 12,000 and is No. 1 in the Philippine PC magazine market. A second publication, *Computerworld Philippines*, targeted at IS professionals, was launched in July with an initial circulation of 10,000. *Computerworld Philippines* uses material from *Computerworld U.S.*, combined with extensive local reporting. The paper has met with great interest from first-time readers, many of whom are already familiar with Singapore-based *CW Southeast Asia*. WS Publishing has an editorial staff of seven, five in marketing and six administrative staff members.

ROMANIA

Stiinta & Technica signed in 1990
Key contacts: General Manager **Ioan Albescu**, Deputy **Gheorghe Badea** and Editor-in-Chief **Mihaela Gorodcov**


INFOCLUB
REVISTA
DE INFORMATICA SI CALCULATOARE
IDG
MAC VS PC

Stiinta & Technica, ("Science and Technical Society") publishes four technical magazines in its Bucharest office. Only one of them, *Infoclub*, is published under an IDG license. Test marketed in December 1990 as a supplement within another of the company's magazines, *Infoclub*'s PC-oriented editorial was well received, and it is now a separate business within the society. It is guided editorially by a board of advisors composed of prominent IT specialists and university professors.

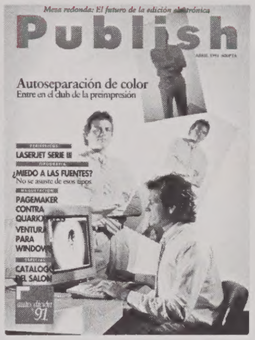
Published quarterly, *Infoclub* is distributed through subscriptions and on the newsstand. Its circulation of 25,000 is directed to students, IT specialists and decision makers and hobbyists. About 50% of the 48-page publication's editorial is IDG material translated into Romanian and the rest is locally produced news and technical information about MS-DOS, Turbo Pascal and Spectrum Sinclair computers—a popular computer line in Romania.

According to Gorodcov, *Infoclub* faces many challenges given the Romania's effort to build a new society after the fall of the Ceausescu regime, including an inefficient distribution network, a scarce paper supply and a limited number of advertisers.

SPAIN

ACK Servicios di Comunicacion, S.L. signed in 1990
Key contact: President **Jaime Brull**

IDG's Spanish licensee peacefully coexists with IDG Spain. Produced entirely on a desktop publishing system, *Publish Spain*


Publish
Autoseparación de color
LASERJET SERIE III
¿MIEDO A LAS FUENTES?
PAGEMAKER CONTRA QUARK
VENTURA PARA WINDOWS
CATALOGO DEL SALON

was unveiled at Madrid's annual desktop publishing exhibition in April of this year. The idea to bring *Publish* into the Spanish market occurred when staff members of ACK Servicios were in a bookstore in the Luxembourg airport and spied an issue of the U.S. version of *Publish*.

Publish Spain has a monthly circulation of 7,000, with readership expected to reach 10,000 in the near future.

THAILAND

Media Transasia Thailand, Ltd. signed in 1989
Key contact: Publisher **J.S. Uberoi**

COMPUTERWORLD

IDG's publishing partner in Bangkok, reports that the Thai computer industry is growing rapidly thanks to the double-digit economic growth during the past few years. Even with the prospect of a worldwide recession, the country still expects to register a 6% to 7% economic growth rate by the end of 1991.

Thai Computerworld is published biweekly in a tabloid format. A recent launch, it is still being market tested through various circulation programs that will be finalized in October. Media Transasia Thailand claims a readership base of approximately 20,000 per issue, based on the direct-mail database of computer industry personnel, users, end-user companies and non-technical segments, portions of which are mailed on a rotating basis.

TURKEY

Uluslararasi Fuarch IK Ve Tantim Ltd, Sti (UFT) signed in 1990
Key Contact: General Manger **Mehmet Ali Altaca**

PC WORLD
TÜRKİYE
MART 1991
Kelime-işlem Dünyası
IBM PS/2 XP
HyperCard

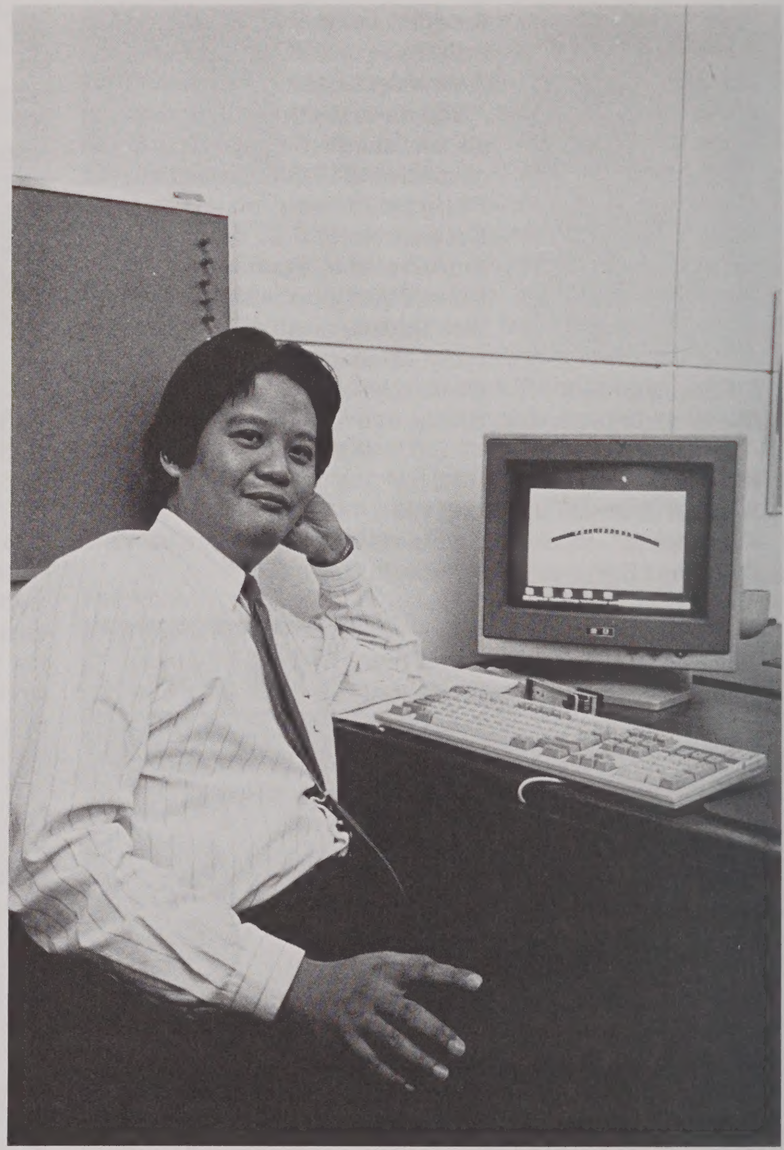
Just this month UFT became a wholly-owned subsidiary. The Turkish IT market is experiencing a fast-paced average growth rate of 60%. Altaca oversees the weekly production of *Computerworld Monitör*, with a circulation of 6,000, and the monthly production of *PC World Türkiye*, which has a circulation of 10,000. Due out in November is *Macworld Türkiye*. It will be have a monthly frequency and an initial circulation of 4,000.

The main reason UFT joined IDG, Altaca said, was the the lure of the decentralized structure. The company recently moved its headquarters from Ankara to Istanbul.

Do-er's profile

Chin Wah Wong

- **JOB TITLE**: Editor, *PC Digest* and *Computerworld Philippines*
- **CITY OR TOWN YOU LIVE IN**: Quezon City, Philippines
- **JOINED WS PUBLISHING**: March 1989
- **LAST BOOK READ:** *The Court of the Lion*, by Eleanor Cooney and Daniel Altieri.
- **WHAT'S BEST ABOUT YOUR JOB?** The combination of being able to write and edit articles on a topic that fascinates me.
- **WHAT'S MOST CHALLENGING ABOUT YOUR JOB?** There's always more work to be done — improving an existing product or launching a new one.
- **WHAT CELEBRITIES WOULD YOU MOST LIKE TO MEET?** Julia Roberts and Michelle Pfeiffer
- **SOMETHING YOU CAN'T DO, BUT WISH YOU COULD?** Carpentry
- **SOMETHING YOU DO, BUT WISH YOU DIDN'T?** Eating too much
- **ROLE MODEL**: Bart Simpson
- **MANAGER'S PROFILE**: "Chin is both a great slavedriver and slavedrivee."



IDG *World Update*

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NEWS EDITOR
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EDITORIAL DIRECTOR
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CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

***Computerworld* Announces Two New Appointments**
- PAGE 2

***CW Danmark* And *PC World* Name Editors-in-Chief**
- PAGE 2

Macworld Expo Introduces 500 New Products
- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 34 **AUGUST 26, 1991**

Hurricane Bob Swipes *Network World*'s Power

The winds and rain of Hurricane Bob soared through the Boston area on Monday, August 19, leaving felled trees and power outages in its wake.

The storm was a mere inconvenience for most of the surrounding area, but when the power went out at *Network World* the publication was faced with an emergency situation. The initial estimate was that it might be days before electricity could be restored.

Thanks to some forethought by MIS Director **Jeff Pennett** and his assistant **Jack McDonough,** all was not lost. When *Network World* moved into its building two years ago, Pennett and McDonough persuaded the building management to allow them to use the building's generator as a back up power supply for the mere cost of installing the breaker panel outlets.

By 9:00 a.m. Tuesday, using a combination of the generator, battery-operated laptops, extension cords, candles and a little sunlight, Pennett had the staff up and writing.

Hurricane Bob convinced Pennett that the initial emergency plan wasn't foolproof. He's decided that some rooms would require more outlets and jokingly added, "Next time, the coffee maker gets power first."

Here's a retrospective on Pennett's feverish activities:

MONDAY, AUGUST 19:

12:00 noon-With the hurricane bearing down on Massachusetts, the *NW* staff abandons ship. Pennett puts the phone switch on emergency power and shuts down all computers in case of a power surge.

7:30 p.m.-Power goes out at *Network World.*

7:45-MidState Alarm pages Pennett at home.

8:00-Pennett arrives to shut off the alarms. Discovers the Rolm telephone room is overheating.

8:05-Opens doors and hooks up a fanning system. Begins a building check.

8:30-Finishes checking computer rooms. Gives building an all clear.

8:40-Tries to reset alarm system.

8:50 - 10:00-Pennett has to by-pass all the alarm features in order to reset the alarm.

10:15-Powers up the alarm system so it won't go off again.

10:30-Pennett goes home.

World Update

Jeff Pennett rolled up his shirt sleeves to help get *Network World's* systems up and running.

TUESDAY, AUGUST 20:

7:00 a.m.-Pennett checks all the phones.

7:30-All phones are working.

7:40-Calls electric company, generator personnel and building management.

7:45-Finds out building management is on vacation.

7:50-Locates building owner. He arrives immediately and pulls out all the stops to get *Network World* operational.

8:00-*Network World* Editor **John Gallant** arrives.

8:15-Gallant and Pennett set priorities by who needs power the most.

8:30-Decide to start with copy desk. Set up a work station in the largest open area.

9:00-A cooperative effort by the staff had everything necessary running by the generator and a multitude of extension cords.

9:15-Power fanned out to the graphics and production departments.

9:30-Editors and writers working on laptops.

10:00-Printers and typesetters running.

11:00-Fax and camera processors up.

11:00-Coffee machine operational.

2:00 p.m.-Red and white lights hooked up for camera and processing.

2:59-Cheers echo through the building as power is restored. *Network World* resumes business as usual.

Computerworld Announces New Appointments

Computerworld

McPherson

Kevin McPherson, most recently *Computerworld*'s vice president of sales for the Midwest, has been promoted to associate publisher and senior vice president/national sales director.

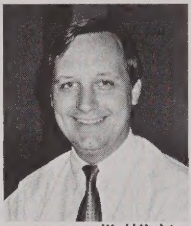
"I am confident that Kevin's enthusiasm, energy and understanding of the needs of the marketplace will continue to enhance *Computerworld*'s leadership," said CW President and Publisher **Gary Beach**.

"I am very pleased to accept this challenging new assignment," McPherson said. "My immediate task will be to work with *Computerworld*'s dynamic sales team to build on the pre-eminent position of the newspaper."

McPherson joined *Computerworld* in 1981. He served as director of *CW*'s Buyers Guide series before moving on to become district manager for the Midwest sales office. He was promoted to regional vice president of sales for the Midwest in 1988.

His educational background includes a B.S. in business administration from the University of Richmond and an M.B.A. from the University of Connecticut.

McPherson will move to *CW*'s Framingham office next spring but will spend about 90% of his time on the road, maintaining close contact with the sales team and advertising clients.


World Update

Woit

Computerworld Publisher **Gary Beach** has announced that **Steve Woit** has been named senior vice president/marketing for CW Publishing Co., Inc.

"Steve's keen sense of the market and the needs of our two customer bases—readers and advertisers—is sure to help *CW* solidify its leadership role as the country's leading IT newsweekly," Beach said.

Woit, 32, characterized his new post as "a very exciting opportunity to assist *Computerworld* with its marketing strategy and to bring to bear all the resources of the Installed Technology International (ITI) database within CW Publishing."

This month ITI, whose mission is data collection on purchases of computers and communications equipment, merged with CW Publishing and is now operating as CW's Computer Buyers Database Division. Woit, former CEO of ITI, will oversee CW's marketing operations as well as the database division.

A graduate of Yale University and the Radcliffe Publishing Course at Harvard University, Woit joined IDG in 1980 as executive assistant to Chairman **Pat McGovern**. He has since served in several different capacities, including IDG's director of business development, head of the new products division and publisher of *Federal Computer Week*.

Editors-in-Chief Named at *CW Danmark, PC World*

IDG Denmark

Hvidtfeldt

Preben Engell, managing director of IDG Denmark, has announced that *Computerworld Danmark*'s new editor-in-chief, **Peter Hvidtfeldt**, began work at the publication on August 1.

Hvidtfeldt, 40, succeeds Jens Micheal Damm, who left *CW Danmark* for an executive public relations position with Olivetti Denmark.

With an academic background in journalism, Hvidtfeldt brings to the company several years' experience in the daily press as both a reporter and editor. In 1986, he joined one of Denmark's major dailies, *Berlingske Tidende*, as deputy editor of all business-related news. Since 1989, he has directed *Berlingske*'s editorial coverage of the entire Jutland area, Denmark's largest and northernmost region.

Hvidtfeldt said his primary mission is to keep in close contact with users, vendors and industry organizations in order to maintain—and improve—*Computerworld*'s position as the major Danish communicator of IT-related news.

"I have complete confidence in Peter's cooperative skills and his ability to inspire and motivate the strongly committed *CW* staff," Engell said. "With these traits, Peter is sure to succeed in making *Computerworld* fully capable of dealing with the challenges of the '90s."

PC World

Lemmons

Philip Lemmons, an 18-year veteran of high-technology publishing, was appointed *PC World*'s editor-in-chief on August 12. He succeeds **Richard Landry**, who has been named to head a new IDG multimedia project.

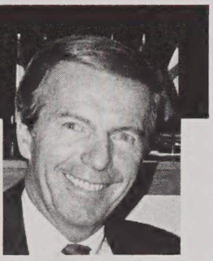
"Lemmons is one of the great editorial managers I've worked with," said **Pat Kenealy**, *PC World*'s president and publisher. "He understands business computer buyers and their needs very well and, more important, he knows how to guide a large editorial staff in meeting those needs."

Lemmons is one of the most senior computer journalists in the U.S. In his distinguished career, he has worked as staff editor, bureau chief, managing editor, editor-in-chief and editorial director. At McGraw-Hill from 1982 to 1987, Lemmons made huge improvements in editorial quality and operations at *Byte* magazine. He conceived, developed and managed the Byte Information Exchange (BIX), one of the country's most successful and profitable on-line systems. He also originated Micro*Byte*'s Daily, an on-line news service devoted to personal computing and related technologies. As a result of these and other innovations, Lemmons was honored with the President's Award for managerial excellence.

- SEE PAGE 6

On line

ASK BILL



Q What happens to your ESOP money if you have been fired?

A All the ESOP participants have the same rights when leaving the company. Various options on payouts are available from your human resources representative.

Q Almost no IDG business unit owns its office space. Is it a company policy in general not to own office space? If so, why?

A IDG does own the CW Publishing property, a 42,000 square foot building located in Framingham, Mass. and acquired in 1979. We also were a joint venture partner in the Speen Street property four years ago realizing a profit of several million dollars. Over the years we have investigated a number of properties both in the U.S. and abroad.

A major problem we face when evaluating ownership is determining current and future needs. Quite often our needs grow at a rate far greater than anticipated. As a result, we usually opt to lease in that we get far more flexibility through expansion options on additional space which in turn limits our liability.

Q The Bank of Credit and Commerce International (BCCI) scandals have raised the issue of reliability and dependability of banking institutions worldwide. How does IDG choose the financial institutions it does business with and how does it check them out?

A In selecting financial institutions we look for quality of service and financial stability. The lead bank we use is a bank with $30 billion in assets which has provided us with excellent service over the years. Because of the way our cash management is handled, we do not leave any significant cash with the bank so our exposure is nil.

IDG excess cash is invested through Goldman, Sachs and Merrill Lynch, two of the largest and more solvent investment institutions in the world. All of the investments made through these two firms are in investment instruments rated by the rating services as "A" or better.

Since public information is available on all of the firms we deal with it is quite easy to evaluate net worth, loans to net worth ratios, non-performing assets, write-offs of bad loans, earnings, etc.

Q The cost to start a major advertising-driven IT publication in the U.S. today has become exorbitantly high. Has the cost of entry reached the point that it is so high that few, if any, major new publications are being planned for this market in the coming year?

A It would not appear likely that there would be a major advertising-driven IT publication launch in the U.S. in the coming year. As you rightly point out, the cost would be exorbitantly high and with the field as crowded as it is, the chances of gaining meaningful market share would be quite low.

Q What would IDG's market value be if it went public in 1992?

A I'm afraid I would need a crystal ball to predict IDG's market value if it went public in 1992. IDG has all of the characteristics an investment banker would look for in a new-to-market offering: the historical growth rates have been excellent, it is a global company, it is cash rich and debt free and the industry it serves is growing at a high rate. As a result, IDG would no doubt command a premium earnings multiple which, if applied to our most recently audited results, might presume a public market value of $625 to $760 million assuming all other conditions are right.

Bear in mind I have been describing public market value which may be quite different from "appraised value" (usually lower) and "merger value" (usually higher).

Q Why doesn't IDG offer child care at a low cost to the employees?

A The human resource group at IDG has investigated numerous opportunities to provide low-cost child care to our employees. We have in fact provided a series of seminars, a service for locating child care providers, and a Selection 125 Plan which enables employees to use pre-tax dollars to pay for child care.

A full-service child care facility requires an investment of up to $700,000 which in turn requires a minimum of 200 employees in a location. Because of our decentralized structure, it is impossible to justify a child care facility in any of our locations. We have attempted to combine with nearby companies to set up a facility. That has not worked out due to changes in corporate philosophy (in other companies), economic conditions, or changes in personnel.

■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Macworld EXPO/Boston Draws Crowd

Apple's System 7.0 was the center of attention at Macworld EXPO/Boston, held August 6-9.

The event was managed by Mitch Hall Associates, produced by World Expo and sponsored by *Macworld*. It was the first trade show to display System 7.0 software for attendees to learn about, use in hands-on demonstrations and purchase. Close to 5,000 people, a 2% increase over last year, explored more than 300,000 square feet of exhibit space filled with innovative Mac-compatible products. More than 500 products or upgrades were introduced.

The expo also featured a three-day conference composed of eight seminars in each of 10 topic areas, including "Programmer/Developer Forum," "The Mac in Education," and "The Macintosh in Multimedia."

More than 300 speakers served on the panels, including staff members from *Macworld* and *inCider/A+*.

Keep the knowledge.
Recycle your badge!

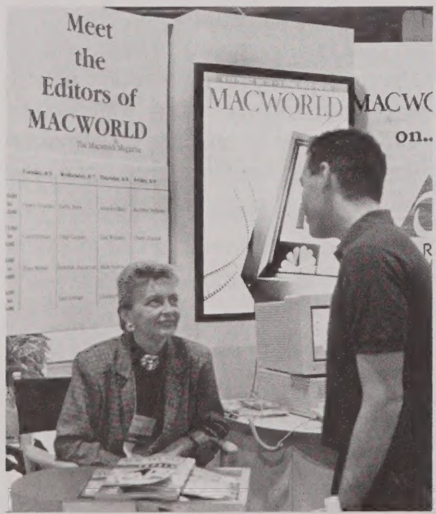
Mitch Hall Associates' first effort to collect paper badges and plastic badgeholders for recycling was a huge success.

ALDUS
KENSINGTON

"It was the best show ever," one exhibitor said. "We were busy from the opening bell to the end of the day on Friday."

6 ISSUES OF MACWORLD
SIGN UP HERE!
6 ISSUES OF MACWORLD
SIGN UP HERE!

***Macworld* Circulation Assistant Marjorie Maggenti hands out free subscription cards while Subscription Analyst Elizabeth Jensen waits for a customer.**


Meet the Editors of MACWORLD
MACWORLD
MACWO
on..

***Macworld's* Senior Associate Editor/Features Suzanne Stefanac greets an attendee.**

MACWORLD Expo International Marke
Where In The W
Macworld Ex

WEC Conference Manager Janet Morita (right) and International Marketing Coordinator Deborah Paul kept busy at the WEC booth.

All photos by World Update

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK August 26, 1991

*The Job Opportunity Listing will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

PART TIME DEPARTMENT ASSISTANT/RESEARCH SVCS. (IDG)
Candidate will assist in the coordination of research projects, including working on a PC, coding, scheduling, answering telephones and other various duties. Some typing skills are required. Candidates should be detail-oriented, able to handle multiple tasks and deadline pressure. PC experience a plus.

PART TIME GRAPHIC DESIGNER (NWW)
Candidate will work 16 hours a week (Wednesdays and Thursdays) to create informational graphics. Designs will include everything from word charts to process graphics. Should be familiar with the operation of an Apple computer and Macintosh computer as well as Adobe Freehand 3.0, and Illustrator 3.0 software.

VICE PRESIDENT, SALES AND MARKETING (TISC)
Responsibilities include managing and participating in all sales and marketing activities for the U.S. and European markets, developing and implementing sales and marketing strategies, monitoring progress toward established objectives, and training and supervising sales and marketing staff. Candidates must possess 8 to 10 years sales and marketing management experience, and a proven track record of developing new markets in a challenging environment. Advanced Business and/or Marketing degree preferred.

ASSISTANT TO THE EDITOR-IN-CHIEF (PCW)
Candidate will provide secretarial and administrative support for the Editor-in-chief, and for the department as needed. Two years secretarial experience, superior writing, organizational, analytical, and communications skills required. Must possess the ability to work well under pressure and work well with others. Must have IBM PC or compatible experience, DOS proficient.

SINGLE COPY REGIONAL SALES MANAGER (IDGC/P)
Responsible for implementation of sales and marketing programs for single copy sales of magazines throughout the West Coast of the US and Canada. Candidates must have established contacts with single copy sales wholesalers, chain buyers and familiarity with workings of wholesaler agencies. Proficiency on Lotus and DBase required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	Job Hotline
LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
TISC	Paula Doggart	
	(508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge	
GPI/SWP	(603) 924-0100	
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Neumann	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: August 26, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Inside Sales Rep.	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Events Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part Tme H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Circulation Assistant	*NetworkWorld*, Framingham, MA	R. Visconti	(508)875-6400
NWW	Part time Graphic Designer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Director, Unix Service	Framingham, MA	D. Vellante	(508)935-4218
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	V.P. Sales and Marketing	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sr. Analyst/PC's & Workstations	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sales Manager	Framingham, MA	P. Doggart	(508)935-4379
TISC	Marketing Manager	Framingham, MA	P. Doggart	(508)935-4379
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Financial Coordinator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
PCW/IDG	Publisher	*PC World*, San Francisco, CA	P. Kenealy	(415)978-3303
PCW/IDG	National Sales Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW/IDG	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW/IDG	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Offfice Manager	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Sr. Features Editor	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant to the Editor-in-Chief	*PC World*, San Francisco, CA	C. Spence	(415)978-3207
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
IMI	Conference Administrator	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
CWPI	Sr. Editor/ Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	V.P. Circulation	*CWPI*, Framingham, MA	B. Cox	(508)820-8160
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
IDGC/P	Single Copy Regional Sales Mgr.	San Francisco area, CA	J. Kemmet	(603)924-0212
GPI	Circulation Coordinator	*Game Pro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*Game Pro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*Game Pro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

The Job Opportunities list will be posted weekly at each office location prior to distribution in the *IDG World Update*. Please contact your division Human Resources Department for information on your office's posting location.

$8,000 Raised in 10K AIDS Trek

Joe Boxer Corp.
Jossey-Bass, Inc.
AIDS WALK 1991
Macworld

IDG walkers sport their colorful T-shirts, which had logos from five California-based publications on the back. Kent Tayenaka of the *Macworld* art department designed the shirts.

On July 21, 30 employees from five West Coast publications — *PC World*, *Macworld*, *Publish*, *InfoWorld* and *NeXTWORLD* — gathered at the Golden Gate Park in San Francisco to walk in the 10-kilometer 1991 San Francisco AIDS Walk.

Together they raised over $8,000 in donations for the fight against AIDS. The amount will be matched by each company's matching contributions program.

To encourage participation in this year's AIDS walk, the companies offered prizes to the publications' staff members. For raising the most in pledges ($1,100), first-place winner **Jim Martin**, *Publish*'s executive editor, received a weekend for two at a California bed-and-breakfast inn. Second-place winner **Lawrence Manuel**, marketing and research coordinator at *Publish*, won a dinner for two at the restaurant of his choice.

Third-place prizes, gift certificates to a San Francisco sporting goods store, went to *InfoWorld*'s Senior Vice President **J. Michael Lowe**, *Macworld*'s Assistant Art Director **Kent Tayenaka** and *InfoWorld*'s Senior Copy Editor **Becky Freed**.

The AIDS Walk broke all previous records, with approximately 13,000 walkers raising $2.1 million.

Address Change

As of Sept. 1, 1991, Hi-Tech Information, Inc., IDG's Korean licensing partner, will relocate to the following address:

Y.S. Gimm, President/Publisher
Hi-Tech Information, Inc.
Bu-Lim Bldg., 411-6 Dokok-Dong
Kangnam-ku, Seoul 135-70
Korea
Tel: 82-2-578-8031
Fax: 82-2-579-8034/6

Calendar 1 2 3

SEPTEMBER 22-25
CIO Conference: "IT and the Corporate Agenda: People, Productivity & Profit"
Hyatt Regency
Monterey, CA

SEPTEMBER 22
European Managers Meeting
Barcelona, Spain

SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

SEPTEMBER 25-27
IDC European IT Forum
Venice, Italy

OCTOBER 8-10
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

OCTOBER 15-18
CD-ROM Expo
Washington Hilton
Washington, D.C.

OCTOBER 21-25
Comdex
Las Vegas, NV

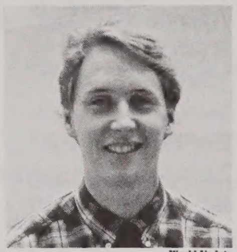
OCTOBER 23-27
Hi-Tech/Ankara
Ankara, Turkey

OCTOBER 29-31
(Note new dates)
Macworld Expo/Asia
Hong Kong Convention
& Exhibition Centre
Hong Kong

OCTOBER 30-NOVEMBER 1
Macworld Expo/Aukland
Ellerslie Function Centre
Aukland, New Zealand

Noteworthy !

NEW APPOINTMENTS



Nitzsche

World Update

Kyle Nitzsche is a new staff writer at *Digital NEWS*, where he'll be focusing on data communications coverage. Before joining IDG, he was a staff writer for the *Concord Journal* in Concord, Mass. Nitzsche studied journalism at the University of Massachusetts/Amherst and counts hiking and playing the guitar and piano among his interests.

■ ■ ■

Amy St. Amand joins TISC as administrative assistant primarily responsible for assisting the production coordinator. Before joining the TISC staff, St. Amand was senior secretary at Riley Stoker Corp. where she produced proposals for the Power Services Division. A 1988 graduate of Becker Junior College, she is currently attending evening classes at Assumption College in pursuit of a B.A. in liberal studies. St. Amand enjoys aerobics, dancing, reading, swimming and bicycling in her spare time.

Also new at TISC is Regional Sales Manager **Robert Suretté**. He will be responsible for selling TISC on the northwest coast and western Canada. Previously, he was with Telcom Technologies where he sold nationally to Fortune 100 companies. Suretté has a degree in liberal arts from Boston University and received his graduate degree in administrative management from Harvard.

■ ■ ■

Susan Barbara Kalla joins LINK Resources as vice president network services. She will be responsible for managing clients, continuous services and consulting engagements. Kalla comes from Northern Business Information, a division of McGraw-Hill, where she was director of research responsible for a staff of analysts and overseeing the company's research and publishing of reports and continuous services. Kalla received an M.A. from the University of Maryland and is working toward an M.B.A. in economics and accounting. An avid aerobics enthusiast, she also enjoys running, swimming and tennis.

■ ■ ■

Ned Smith joined IDC Korea in July as manager of the international research section at the Research Center. Aside from managing local research projects, Smith's responsibilities will include conducting interviews with industry representatives and supporting Asia-Pacific regional research and consulting efforts. He was previously working in Japan, consulting for Japanese companies on international trade issues. Smith has a B.A. in economics and Japanese from the University of Minnesota and Konan University, Japan. He enjoys golfing, hunting and SCUBA diving.

PROMOTIONS

Peter Minor has been promoted to senior graphic designer for World Expo Corp. According to Marketing Services Director **Jonna Yager**, "During the past three years Pete has done a first-rate job designing exhibitor and attendee material for many of our events around the world. His keen design sense and Macintosh mastery have made him a true asset."

■ ■ ■

Tech Media Publishing, a division of IDG Communications that publishes *AmigaWorld*, *The AmigaWorld Tech Journal* and *RUN*, announces the promotion of **Deborah Walsh** to circulation manager. Walsh has been with IDG for the past nine years in various circulation positions, most recently as newsstand promotion manager. In her new position, she will assist circulation director Susan Hanshaw in the overall development and management of circulation and ancillary product sales.

AWARD RECIPIENTS

IDG's licensee in Bulgaria, IDG-Technika Communications, Ltd., recently won first place in the first Reklama Expo, an advertising exhibition held in the capital city of Sofia. *Computerworld Bulgaria* participated alongside advertising agencies, as did many other newspapers, because the staff handles ad design for some of the publication's advertisers. *CW Bulgaria* won an engraved medal for best specialized advertisement.

Lemmons

- FROM PAGE 2

Lemmons moved from *Byte* in 1987 to found his own publication, *MIPS*, which was bought last year by Markt & Technik, Germany's largest technical publisher.

"As a manager and user of PCs, I am a typical reader of *PC World*," Lemmons said. "My own background will let me look at my job from the reader's point of view. I am looking forward to the challenge my new appointment presents."

An honors graduate of Harvard, Lemmons, 46, began his publishing career as a freelance editor and writer in New York City and has been involved in consumer books, textbooks and magazines since that time.

According to Kenealy, former *PC World* Editor-in-Chief Rich Landry will head an important new project in the multimedia field.

"Rich's editorial vision quickly propelled *PC World* into a leadership position among computer magazines," Kenealy said. "That vision will serve us equally well as he takes on his new responsibility."

Full details of Landry's new job and the program he's heading will be unveiled early next month.

DN Sales Team Mixes Business and Pleasure

Unveiling a new media kit and planning strategy for next year were among the agenda items at *Digital NEWS'* national sales meeting last month.

After concluding business each day, however, the staff took in some traditional Boston-area activities. These included a Red Sox game, horse-and-buggy rides to the North End for Italian food and limosine rides to the annual mini-golf tournament, which featured such renowned teams as "Molden's Maniacs" and "Carrigan's Crusaders."

Sales Operations Manager **Laurel Peddie** was in charge of orchestrating the sales team's extracurricular activities.

Digital NEWS

The *Digital NEWS* sales team, joined by members of the publication's editorial staff, set out for a cruise of Boston Harbor.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of August. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Zvonimir Lepusa - IDG Germany
Dagmar Pitschek - IDG Germany

NINE YEARS
Saiman Hui - China/Hong Kong

SIX YEARS
Ritva Kokkonen - IDC Finland

FIVE YEARS
Maxine Czysnok - World Expo/Australia
Rosemary Kraemer - *PC World*
Stéphane Lacroix - IDG France
Catherine Olzchanech - IDG France

FOUR YEARS
Ove Heggedal - IDG Norway
Sandra Kupiec - *Network World*
Michael Goodwin - *PC World*

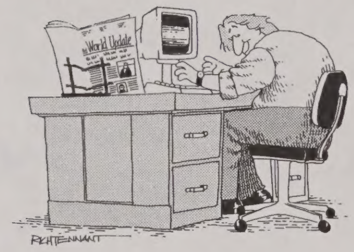
THREE YEARS
Wayne Eckerson - *Network World*
Anders Gynning - IDG Sweden
Carol Person - *Macworld*
Deborah Branscum - *Macworld*
Marla Miyashiro - *PC World*
Julie Cas - IDG France
Samia Cherki - IDG France

TWO YEARS
Phyllis Nazarian - IDC
Gabriel Goës - IDG Sweden
Hans Löfgren - IDG Sweden
Peter Olsson - IDG Sweden
Magnus Wallën - IDG Sweden
Lisa Espinoza - *Macworld*
Cherif Moujabber - World Expo
Leslie Mendelson - *Publish*
Shannon Linville - *Publish*
Lincoln Spector - *PC World*
Stéphane Gautier - IDG France

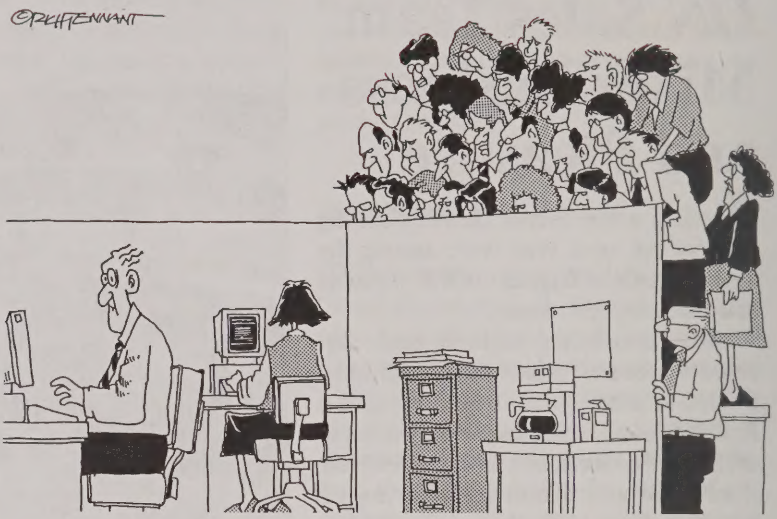
ONE YEAR
Eilif Reiss - IDG Norway
Magnus Enderstein - IDG Sweden
Robert Gadefelt - IDG Sweden
Nicklas Mattsson - IDG Sweden
Sven-Erik Remmare - IDG Sweden
Jesper Sundwall - IDG Sweden
Sofia Aström - IDG Sweden
Kathleen Della-Barba - Lotus Publishing
Tracy Smith - *Publish*
Graciela Negrin - IDG Argentina
Jane Kratochvil - *PC World*
Richard Marino - *PC World*
Jackie Caldwell - *NeXTWORLD*
Graciela Eulate - *NeXTWORLD*
Dan Lavin - *PC World*
Nathalie Valette - *Publish*
Gabriel Rizzo - IDG Argentina
Christine Serou - IDG France
Sébastien Texier - IDG France

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, September 24. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the *World Update* banner. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

_NW_, NCSA join forces to beef up security coverage
- PAGE 2

Intn'l. Controller Ian Thalmessinger Answers Queries
- PAGE 3

IDGers Celebrate Dog Days of Summer
- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 35 **SEPTEMBER 2, 1991**

Macworld Releases Groundbreaking Report

Macworld recently released the results of a first-of-its-kind computer study: the *Macworld & MacUser 1991 Subscriber Comparison Report.*

"This study is the direct result of a year-long quest to produce a comparable study of the purchasing power of the two largest Macintosh publications," said *Macworld* President and Publisher **Jim Martin**.

Martin had long listened to the industry's largest advertisers ask for a study that would enable them to calculate the relative buying power of *Macworld* and *MacUser* by using comparable survey instruments and methodologies. Previous subscriber research used very different questionnaires and analyses that rendered comparisons between the two books virtually meaningless.

JOINT STUDY NIXED

In July 1990, Martin approached Ziff-Davis to request their support and cooperation for a jointly funded study of the two Mac publications.

However, a series of meetings failed to produce a mutually satisfactory plan, so, Martin decided to do the next best thing — publish the most comparable survey possible by exactly replicating the questions and methodology used in a *MacUser* survey conducted a few months earlier. "We even went so far as to use a research house that Ziff-Davis had used. We now have the most comprehensive and comparable study of purchase influence and buying power possible — even without Ziff-Davis' co-operation."

According to **Dan Orum**, vice president of marketing and circulation at *Macworld*, "*MacUser* did not agree that developers and media managers should be consulted prior to constructing the survey instrument, so we decided to field their questionnaire as is just to demonstrate that we really are not afraid of fielding research. Until our comparability report, there was no truly accurate subscriber comparison among publications serving the Macintosh market. There is now."

Since the study hit the streets, *Macworld* has received tremendous attention from advertisers. An extra eight to 10 ad pages were generated for September's issue.

Martin and the *Macworld* sales staff have been promoting the survey at a series of nationwide luncheons. And, according to Martin, this will definitely be their fall selling tool.

The study reports buying statistics for computers, peripherals and software, plus demographic information for the two publications. To receive a copy, call **Annette Garcia** at (415) 978-3393.

And The Survey Says...

The *Macworld & MacUser 1991 Subscriber Comparison Report* uncovered differences between *Macworld* and *MacUser* subscriber bases in several key areas. *Macworld* subscribers have been using personal computers longer than *MacUser* readers. A larger percentage of *Macworld* subscribers report high-end Macintosh computers installed within their organizations. A larger percentage of *Macworld* subscribers report that their organizations plan to purchase high-end Macintosh machines. And finally, *Macworld* leads *MacUser* in purchase plans for subscribers' organizations in virtually all major hardware and software product categories.

IDG's Shining Corporate Stars

Twice a year, nominations for the Corporate Star Awards are sent in from all over the world. These awards are presented in recognition of a corporate employees' service, teamwork and results. Awarded once in the summer and once in the winter, the first round of recipients **John Kelley** and **Beth Ann Hill** received their crystal stars, crafted at Tiffany's, last week at the IDG annual summer picnic.

World Update

Kelley

Kelley began his career with IDG as office services assistant in March 1990. He came to IDG from Puma, U.S.A., Inc. where he performed several administrative and purchasing duties that prepared him for his position at IDG.

In the office services department, he provides exceptional service to the IDG corporate staff on a day-to-day basis. Kelley is credited for going out of his way to help anyone and gladly processes a multitude of special requests.

Kelley's peers say he continuously makes an effort to coordinate his activities with other office services staff to ensure top-notch service to IDG employees.

World Update

Hill

Beth Ann Hill began her career at IDG in October 1987 as a data entry operator. In January 1989 she was promoted to her present position as bookkeeper. Previously, she held accounting positions at Guaranty Bank & Trust Co. in Worcester and the First National Bank in Slippery Rock, Penn.

According to Hill's co-workers he is always there to provide superior service and is willing to go the extra mile.

Her clients, *Network World* and *CIO* look upon her as a real team player, willing to suggest creative solutions to ensure the job gets done in the best possible fashion.

Network World Forms Partnership, Will Feature Security Studies

Network World announced an agreement with the National Computer Association (NCSA) in which the NCSA will test network security products and *Network World* will publish the results.

Based in Washington, D.C., NCSA conducts research on security, virus and data integrity problems; evaluates products and teaches security awareness seminars.

Network World chose NCSA because of its pioneering work in the computer virus field. It has established a bulletin board system that provides information on as well as a catalog of approximately 1,000 viruses.

The first test planned by *Network World* and NCSA will compare the effectiveness of virus clean-up software. NCSA will test products that detect a virus and take action to remove it from infected files. *Network World* will publish the test results this fall.

Editor **John Gallant** said, "Many network managers are desperately seeking reliable information about anti-virus and computer security products. A recent survey conducted by our publication showed that nearly a third of the network managers contacted had a virus problem in their network last year. Through *Network World*'s partnership with NCSA, we can give our readers the facts they need to solve problems related to computer viruses and security with information obtained from a highly reputable source."

Gallant said he also believes that the number of virus problems reported is probably less than the actual encounters since most people are reluctant to talk about them.

Network World Features Writer **Sal Salamone** had worked with NCSA on stories and established an ongoing relationship. For his work, Salamone received an Enterprise Award, a bonus designed to recognize *Network World* employees for showing initiative that benefits the publication.

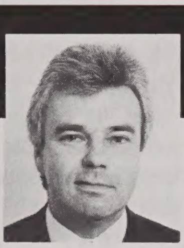
According to NCSA, the area of computer security is one that most publications shy away from. It notes that most of the studies completed so far have been ridiculed, because they don't focus on the right issues. According to the NCSA, these reports are produced primarily by people who don't understand the issues that relate to computer security software. NCSA believes that it has the staff and the tools to do the job effectively. And, due to its continuous reporting on the evolution of the computer and communications marketplace, NCSA says *Network World* is the logical partner for them.

"Many network managers are desperately seeking reliable information about anti-virus and computer security products. A recent survey conducted by our publication showed that nearly a third of the network managers contacted had a virus problem in their network last year."
-John Gallant

Gallant said the second test will compare products that secure network workstations. Future subjects are still being determined.

On line

ASK IAN



From time to time, "On line" features selected guest columnists. Ian Thalmessinger, IDG's international controller, takes a turn this week.

Q What are your job responsibilities?

A As IDG's international controller, I am responsible for all issues relating to the financial, legal, audit and accounting affairs of the offshore operating units.

My main responsibilities are to ensure the overall timeliness and accuracy of the offshore financial reporting, compliance with IDG's corporate policies, legal compliance and audit liaison (both internal and external), and involvement with the foreign treasury and asset management functions.

Q Could you explain the reporting structure? For example, do regional controllers report to you?

A The financial function at each of the Group's operating units is decentralized in line with IDG's offshore management structure.

Each unit has a local controller who reports to his unit manager on operational issues and to IDG in London on financial and reporting issues. From time to time, individual controllers are requested to provide assistance to colleagues in neighboring territories, but the U.K.-based financial team is structured so that financial control of the foreign operations can be exercised directly from London.

I report directly to Bill Murphy, IDG's Executive VP of Finance, who is a member of the Executive Committee.

Q Given the broad geographical range of your responsibilities, how much traveling is necessary to visit with the different countries?

A Each year the international controller's office compiles a site visit schedule. It includes proposed times of the various field audits and on-site reviews at the offshore units.

As a general rule, we try to visit the main operating units at least once a year, which means a significant amount of travel. So far this year, we have conducted a number of site visits throughout Europe (including the U.S.S.R. and former Eastern Bloc territories), Latin America and the Far East.

Q Could you describe some of the pitfalls when dealing with so many different international currencies?

A The number of different currencies isn't a problem, the main difficulty lies in dealing with currencies of countries such as Brazil, Argentina and some of the former Eastern Bloc territories where inflation rates are extremely high.

For example, a couple of years ago we had a problem in Brazil. It became impossible to measure operating performance against plan–in that Cruzado revenues and expenses per the business plan started to bear no resemblance to the reported P/L actuals. The solution in this case was to switch to a U.S. dollar-based planning system, whereby the operating results were measured in aggregated dollars, which were reported after matching each month's inflationary increase against the devaluation in the U.S. dollar/Cruzado exchange rate.

Q These days it seems almost impossible to say what the currencies in former Eastern Bloc countries are worth. How do you decipher the value of the profits, goods and services of those IDG companies?

A The U.S. Generally Accepted Accounting Procedure dictates that the assets and liabilities of IDG's foreign operating units be translated into U.S. dollars at period-end exchange rates, income and expenses be translated at average rates and that shareholders' equity be converted at historic exchange rates (namely the rates at which the original investment and subsequent earnings were previously converted).

For the U.S.S.R. and former Eastern Bloc countries, we use the same currency translation principles and apply the appropriate published official rates for converting local currency financial statements into U.S. dollars. We also monitor local auction rates; rates at which local currencies are convertible to U.S. dollars on the open market, to ensure that local currency earnings and asset carrying values are being fairly measured in U.S. dollars.

Q How do you see the dollar fairing on the international market over the next year?

A I think that the main factors that will influence the U.S. dollar over the next year will be the relationship between the U.S. and German real interest rates and growth trends, and the medium term trend in the U.S. trade balance.

German inflation is likely to rise in 1992 and the U.S. trade balance has been on an improving trend. This remains a source of strength for the dollar even if the trade balance stabilizes at around existing levels. Consequently, I would expect the dollar to strengthen against the D-Mark and most of the other major international currencies throughout 1992.

■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Noteworthy !

PROMOTIONS

Tracy Beiers has been promoted to president of Industry Publishing, publishers of *PC Letter* and sponsor of IT-related conferences. She will manage the day-to-day operations of the five-person staff, while former president **Stewart Alsop**, editor-in-chief of *InfoWorld*, will continue to edit the newsletter and participate in conference development.

Beiers, a graduate of Washington State University with a degree in communications, came to Industry Publishing in January 1989 as a conference manager. She had previously worked as a corporate events manager for Microsoft.

■ ■ ■

Integrated Media, Inc., announced promotions for two of its managers. **Rick Jamison** has been appointed VP of marketing and business development, and **Sharon O'Brien** has been promoted to National Advertising Director of *Publish*, effective Sept. 15.

In his new position, Jamison will direct all marketing and research activities for *Publish* and *SunWorld*, as well as explore new publishing and non-publishing opportunities for IMI. Jamison joined IDG in 1987 and has held various sales, marketing and management positions with *InfoWorld*, *NeXTWORLD* and *Publish.*

Relocating to San Francisco from the Chicago regional office, O'Brien will direct all sales activity for *Publish and* guide the sales staff to continued growth and success. O'Brien joined *Publish* in 1990 as an account manager and, within 18 months, built the Midwest sales territory to its highest level ever.

NEW APPOINTMENTS

Karin W. Moody has signed on as vice president of Technology Investment Strategies Corp., where she'll be involved with primary market research. She previously served as a department executive in the information services department at the Bank of Boston. Moody has a B.S. and an M.B.A. from the State University of New York/Albany and enjoys boating, SCUBA diving, running, fishing and art.

■ ■ ■

InfoWorld has hired **Andrew E. Mattus** to handle inventory control. He previously worked at Orchard Supply Hardware as an order selector. Mattus studied at Ohlone College and DeAnza College in California and lists soccer, softball and snakes as his interests.

■ ■ ■

IDC welcomes **Nancy Meachim** as a research analyst for International Planning Services. She comes to IDC from McGraw-Hill's DataPro Research, where she was associate managing editor for international services. Meachim holds a B.A. in English with a minor in French from Temple University in Philadelphia and enjoys playing tennis when she can find the time.

Another new face at IDC is **Judith Rosall**, program manager for electronic messaging. A periodic contributor to *Network World*, Rosall has eight years' experience designing and implementing electronic mail systems on an international scale for Bank of Boston and Pepsico. She holds a B.S. in journalism and an M.S. in telecommunications from the University of Colorado/Boulder.

■ ■ ■

Carolyn Burgess has been hired as an administrative assistant to two sales managers at *PC World*. She previously worked in a public relations/marketing position at Harron and Associates. Burgess earned a B.A. in English from the University of Massachusetts/Amherst.

■ ■ ■

Macworld welcomes two new editorial administrative assistants. **Alison Bloomfield** will be assisting with planning technology and issues conferences and other events. Before coming to IDG she was the office manager for a two-person design firm, Russell MacMasters & Associates. Bloomfield has a B.A. in art history from the University of California/Berkeley and enjoys acting, rollerblading and cooking.

Wendy Sharp is serving as a jack-of-all-trades in the editorial office, handling phones, mail, reprints, and other duties. She's a recent graduate of Wesleyan University in Connecticut with a degree in English and finds time for sailing, travel and books.

■ ■ ■

Rachel Winett is working on a six-month internship with World Expo Corp.'s marketing services group in Framingham. She's a recent graduate of the communications and public relations program at Boston University and has gained experience in public relations through several other internships, including one with the Massachusetts Executive Office of Elder Affairs.

■ ■ ■

Jim Duffy joins *Network World* as senior editor, data communications. Duffy comes from CMP's Computer Systems News where he was a senior editor coordinating network coverage for the newsweekly targeted to computer systems integrators. In addition to writing and editing stories, Duffy managed a staff of two reporters. He received a B.S. in public relations/journalism from the Utica College of Syracuse University.

Rejoining the ranks as staff writer at *Network World* is **Joanne Cummings**. She was previously managing editor of *Global Networks* where she developed story ideas, recruited writers and produced some groundbreaking work with the Macintosh. Prior to that, Cummings was associate editor on the *Network World* copy desk; editing features and news articles, laying out sections and editing and designing graphics and charts. Prior to that, Cummings worked as a reporter with Associated Newspapers.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK September 2, 1991

REGISTRATION MANAGER (WEC)
Candidate will manage registrations for attendees at all domestic World Expo events. Additional on-site and in-house duties include handling all conference billing, badge processing, tape transfers, processing payments, as well as supervising and training temporary personnel, reconciling cash on-site and making bank deposits. Candidates must have previous experience with trade shows, a sound knowledge of accounting procedures, and be detail oriented. Familiarity with registration systems is a plus.

MAIL COORDINATOR (WEC)
Candidate will be responsible for coordination of shipping and mail room activities including inter-company mail runs, daily pick-up of mail at post office, maintenance of warehouse and execution of various errands and tasks. Qualified candidate must possess a valid driver's license with a good driving record, a dependable vehicle(mileage reimbursed), the ability to perform physical requirements of the position as well as a familiarity of mail room functions. International shipping is a plus.

DIRECTOR OF PUBLISHING OPERATIONS (LPC)
Candidate will report to President/CEO and will be responsible for management of LPC's circulation, direct marketing, and production departments, as well as significant involvement in LPC's strategic planning effort. A minimum of ten years in circulation management, including experience in circulation marketing, fulfillment and planning are required.

DIRECTOR- COMMERCIAL MULTIUSER RESEARCH (IDC)
Responsibilities include managing all continuous service and pertinent consulting activities as they relate to the Commercial Multiuser Systems Market. Coordination with the Director of IBM Research for execution of the following tasks: managing written research process, directing research staff, supporting and interfacing with customers and sales force, and implementing a strategic plan for the Unix Program.

SENIOR ANALYST, PC HARDWARE RESEARCH PROGRAM (IDC)
Qualified candidate will possess strong writing, analytical, presentation, interpersonal, business and computer skills. Knowledge of Lotus and Quattro spreadsheets, Paradox database and Wordperfect software programs. Requires a minimum of two years experience in the PC systems industry. Responsibilities include contributing to weekly market news and analysis, undertaking competitive analysis, and authoring research reports and bulletins on both IBM and Macintosh markets. Additional duties include answering client inquiries, constructing market forecasts, maintaining databases and participating in custom consulting projects.

COPY EDITOR (TISC)
Responsible for proofing and editing written material for publication and distribution, specifically correction of grammatical errors. Additional duties include recommending modifications of material to conform with company style and policy, implementing approved changes and preparing documents for production. Qualified candidate will possess a Bachelor's degree and 3 to 5 years experience in the field.

SENIOR WRITER (IFW)
Candidate will specialize in software coverage and general industry issues, should have a minimum of 4 years experience covering the PC software industry, and possess a background in daily and weekly newspaper publications. Requires sourcing experience, a technical background preferred.

ASSISTANT EDITOR (IFW)
Responsible for developing editorial copy and acting as a representative for the new IDG Multimedia project. Previous experience in publishing is a must, along with a working knowledge of the computer industry. Good analytical and computer skills, including word processing, data management, spreadsheet, and graphics software required

MARKETING COMMUNICATIONS ASSISTANT (MAC)
Candidate will provide marketing and administrative support to the Marketing Communications Manager for: PR, Advertising, communications and direct mail. Must possess superior planning, organizing and implementation skills, and be detail oriented. Qualifications should also include strong communication skills and the ability to continually meet deadlines. Knowledge of Macintosh and diverse business programs required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW LPC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge (603) 924-0100	
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: September 2, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Inside Sales Rep.	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Market Analyst	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	National Accounts Manager	Marketing Svcs., Boston, MA	S. Perry	(508)935-4407
IDG	Research Analyst	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Software Tester	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part Tme H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Mail Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Staff Writer	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Part time Graphic Designer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
LPC	DIrector of Publishing Operations	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Customer Support Rep.	Framingham, MA	T. Picardi	(508)935-4193
IDC	Distribution Channels Intern	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Customer Service Intern	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
DNP	Marketing Director	*Digital News*, Boston, MA	R. Corbin	(617)482-8470
DNP	Technical Reporter	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Copy Editor	Framingham, MA	P. Doggart	(508)935-4379
TISC	V.P. Sales and Marketing	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sr. Analyst/PC's & Workstations	Framingham, MA	P. Doggart	(508)935-4379
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Financial Coordinator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
PCW/IDG	Assistant Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Administrative Assistant	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW/IDG	Publisher	*PC World*, San Francisco, CA	P. Kenealy	(415)978-3297
PCW/IDG	National Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/IDG	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/IDG	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Offfice Manager	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Sr. Features Editor	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant to the Editor-in-Chief	*PC World*, San Francisco, CA	C. Spence	(415)978-3207
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Marketing Communications Asst.	*MacWorld*, San Francisco, CA	K. Luedee	(415)978-3396
CWPI	Sr. Editor/ Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	V.P. Circulation	*CWPI*, Framingham, MA	B. Cox	(508)820-8160
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
IDGC/P	Single Copy Regional Sales Mgr.	San Francisco area, CA	J. Kemmet	(603)924-0212
GPI	Circulation Coordinator	*Game Pro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*Game Pro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*Game Pro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

Publish Names Michael Lester to Managing Editor Slot

The September issue of *Publish* will be the first under the direction of new Managing Editor **Michael Lester**. He comes to Integrated Media, Inc. from a similar post at *SF*, the Bay Area's lifestyle magazine.

Lester, named to the post in July, will handle day-to-day operations of the editorial and art staff, coordinate special projects and manage budgeting and hiring.

"I'm excited to be at the magazine that continually addresses cutting-edge technology," Lester said. "*Publish* has been at the forefront of the publishing revolution since its inception, and my role is to see that it remains both the authority and trendsetter."

Lester's background includes a stint as a senior writer at the television program *PM/Evening Magazine*. He has also written for a variety of general interest publications including *California*, *Esquire*, *Bride's*, *Family Circle*, *Los Angeles Times* and San Francisco's two daily newspapers.

A graduate of the University of Pennsylvania, Lester has also authored a humorous paperback, *How to Have Fun with Your Body.*

In addition to a wealth of experience, Lester brought to *Publish* his Mickey Mouse punching bag, a well-used item he says the staff tends to kick rather than punch.

M. Lester

Mike Lester's favorite publicity shot. "I'm bigger now," he says.

IDGers Hit The Books

For one group of IDGers, two weeks away from the office this summer did not mean a respite from the publishing business.

Four employees were nominated by their managers to attend an intensive publishing course at Stanford University: **Lindsay Davidson,** circulation director at *Macworld*; **Shannon Dolan,** *Macworld*'s director of international marketing; **John Kilcullen**, president of IDG Books Worldwide; and **Richard Willoughby**, director of human resources at *PC World.*

The IDG employees joined more than 400 industry colleagues at the course, which was divided into a book section and a magazine section. Participants attended classes in their respective section on all aspects of the publishing business, including marketing, advertising sales and design and manufacturing. At the end of the course, participants broke into small teams to create their own mock publications.

International Data Group was also represented on the other side of the lectern, with **George Clark**, *Macworld*'s single copy sales director, serving as a guest lecturer. Several former *InfoWorld* staff members were also on hand to make presentations.

Calendar 1 2 3

•SEPTEMBER 22-25
CIO Conference: "IT and the Corporate Agenda: People, Productivity & Profit"
Hyatt Regency
Monterey, CA

•SEPTEMBER 22
European Managers Meeting
Barcelona, Spain

•SEPTEMBER 23-24
Macworld Product Line Meeting
Barcelona, Spain

•SEPTEMBER 25-27
IDC European IT Forum
Venice, Italy

•OCTOBER 8-10
Macworld Expo/Toronto
Better Living Centre
Toronto, Canada

•OCTOBER 15-18
CD-ROM Expo
Washington Hilton
Washington, D.C.

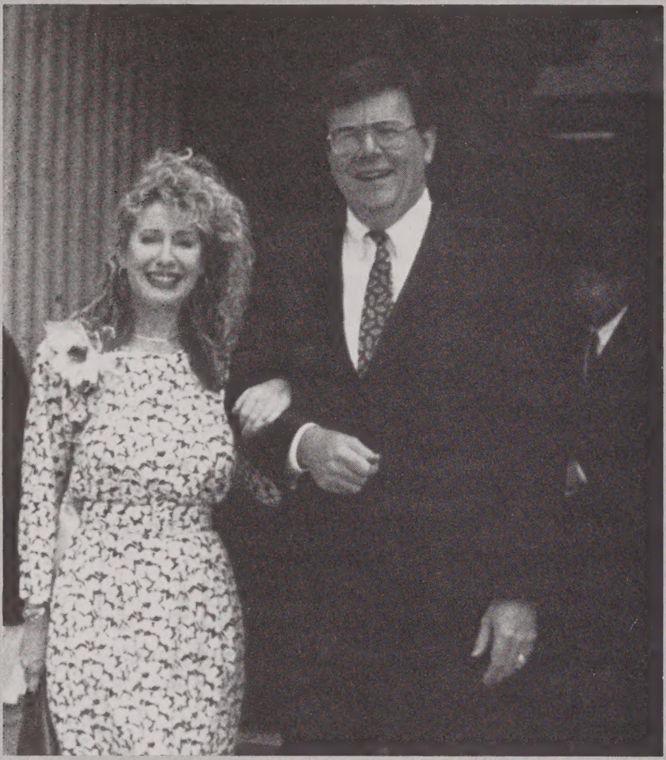
•OCTOBER 21-25
Comdex
Las Vegas, NV

•OCTOBER 23-27
Hi-Tech/Ankara
Ankara, Turkey

•OCTOBER 29-31
(Note new dates)
Macworld Expo/Asia
Hong Kong Convention
& Exhibition Centre
Hong Kong

•OCTOBER 30-NOVEMBER 1
Macworld Expo/Aukland
Ellerslie Function Centre
Aukland, New Zealand

West Coast Employee Celebrates 10 Years



Bev Raus celebrated her 10-year association with *Computerworld* in traditional IDG style. IDG Chairman Pat McGovern picked her up in a chauffeur-driven limousine and escorted her to lunch at the Ritz-Carlton in Laguna Niguel, Calif.

Raus's affiliation with *Computerworld* began on June 1, 1981 when she joined the company as an account coordinator. At that time she also provided sales support for *Computerworld*, as well as selling response cards. For the last four years, Raus has been a sales assistant in the Irvine Regional Office. Says Raus, "Seeing the tremendous growth at IDG has been very exciting, and I'm happy to be a part of it."

Born in New York City, she currently resides in Seal Beach, Calif., with her daughter and 17-month-old grandson, Joshua, while her son-in-law serves on the Navy aircraft carrier, *U.S.S. Abraham Lincoln*.

Raus enjoys music and has studied voice for the last few years. An avid fan of Luciano Pavarotti, she dreams of one day seeing him perform live. Movies, dancing and vacationing in Hawaii are also among her favorite pastimes.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of August. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Louise Myerow - World Expo

NINE YEARS

Diane Searles - IDG Peterborough

EIGHT YEARS

Ernie Chamberlain - CW Burlingame
Mary Fanning - *Network World*

SEVEN YEARS

Chris Curry - *Network World*
Judy Sutter - *PC World*
Barbara Lewis - *PC World*
Joseph Kerwin - *InfoWorld*

SIX YEARS

Susan Miller - *FCW*
Hans Weber - IDG Germany
Patti Sanclemente - IDG HR
Eric Knorr - *PC World*
Janelle Brown - *InfoWorld*

FIVE YEARS

Judd Aschenbrand - IDG
Bonnie O'Connor - World Expo
Greg Boren - *InfoWorld*

FOUR YEARS

Dave Egan - *Digital NEWS*
Debra Goldfarb-Norton - IDC
Debbie Davies - IDG Peterborough
Karen Niles - *InfoWorld*
Reinelle Hicks - *InfoWorld*
Roseann Labruno - *InfoWorld*

THREE YEARS

Annette Bremer - *Macworld*
Nicholas Delonas - Lotus Publishing
Chris Connery - IDGHQ
Steve Irvin - *InfoWorld*

TWO YEARS

Mike Masters - *CIO*
Adam Power - IDG Australia
Heinrich Vaske - IDG Germany
Veronica Lyons - IDG MIS

ONE YEAR

Jodi Donatelli - *FCW*
Shirley Huffman - IDG
Elie Goldstein - *InfoWorld*

IDGers Enjoy The Hot Days of Summer

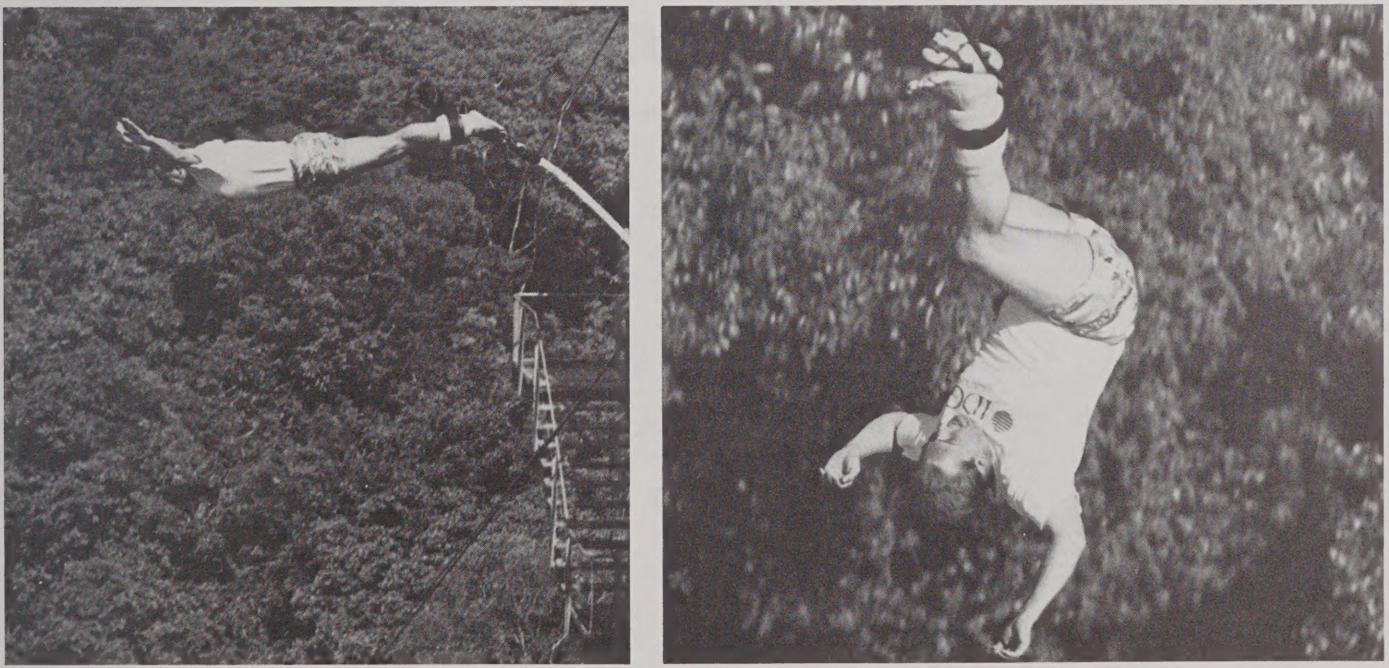
World Update

IDG's Lisa Dickenson takes part in a juggle toss at last week's corporate outing.

X
CAT-A-LIN
LITTLE BO PEEP

World Update

X marks the square, as chairman Pat McGovern and IDG staff members good naturedly took part in a mock version of *Hollywood Squares* at last week's annual corporate picnic.



IDG Denmark

During a four-week summer hiatus, *Computerworld Danmark* Sales Assistant Erik Müller visited several Australian states. While in Queensland, the daring Dane tried his hand (and leg) at bungy jumping. Bungy Jumping is 'hot stuff' in mountainless Denmark too where cranes provide the necessary heights.

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Mark Cappel will receive an official "Off line" T-shirt, and the honorable mention winners will receive *IDG World Update* painters caps.

HONORABLE MENTIONS:

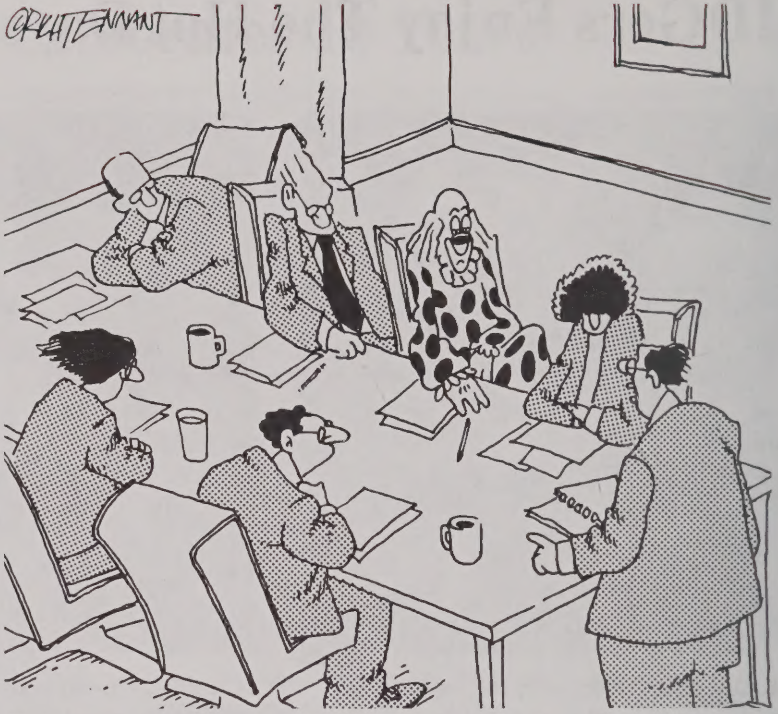
"Now, who's the clown that called this meeting?"
-**Paul Mercer**, CW Publishing

"...and while applauding the efforts of some managers to raise morale, we know we still have a long way to go."
-**Bruce Frymire**, *PC World*

"Now, Jim here just returned from his undercover assignment as a Ziff-Davis publisher, and he'll tell us...."
-**Michael Harwayne**, *PC World*

"Next, I'd like to know who submitted this purchase order for rubber noses and floppy shoes."
-**Steve Hietala**, IDG

Faced with declining sales revenues, the corporate board calls in sales consultant Bobo The Clown to discuss alternative strategies.
-**Gary Cioci**, Lotus Publishing



"As you can all see, to help us in our transition from *SunWorld* to *FunWorld*, we've brought in a consultant..."
-**Mark Cappel**, *SunWorld*

"Joey, you must remember that you're not with Dataquest anymore."
-**Janice Whitehill**, IDC U.K.

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

***IDG World Update* is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

Pat McGovern On How MSD Evolved

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Spotlight: Meet the Marketing Services Division Staff

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IMS Reaches Out to a Worldwide Clientele

- PAGE 6

IDG World Update

VOLUME 21, NUMBER 36

SEPTEMBER 9, 1991

What is MSD's Role?

The Marketing Services Division targets IDG's top customers and showcases—in an integrated fashion—the full range of IDG's worldwide products and services.

Special Issue: Marketing Services Division

This spring IDG launched the Marketing Services Division as a vehicle to help companies tap IDG's global publishing, research expertise and exposition services. This week, IDG World Update *looks at the division's evolution, its agenda and the people who make it happen.*

IDG Unveils New Global Program

IDG Chairman **Pat McGovern** and members of the company's new Marketing Services Division (MSD) met representatives of the U.S. business press last week in New York to acquaint them with the division and to unveil MSD's Market Access Program (MAP).

MAP provides major technology companies with single-source access to its worldwide mix of products and services. The new program will reduce the cost and complexity of accessing and influencing today's $307 billion global information technology marketplace.

Through MAP, IDG helps companies identify and reach diverse technology market segments and decision makers anywhere in the world. MAP provides specialized marketing services and easy access to more than 150 IDG technology publications that reach an estimated 25 million readers in 50 countries.

MARKET
ACCESS
PROGRAM

IDG

IDG outlined the Market Access Program during press briefings in New York last week.

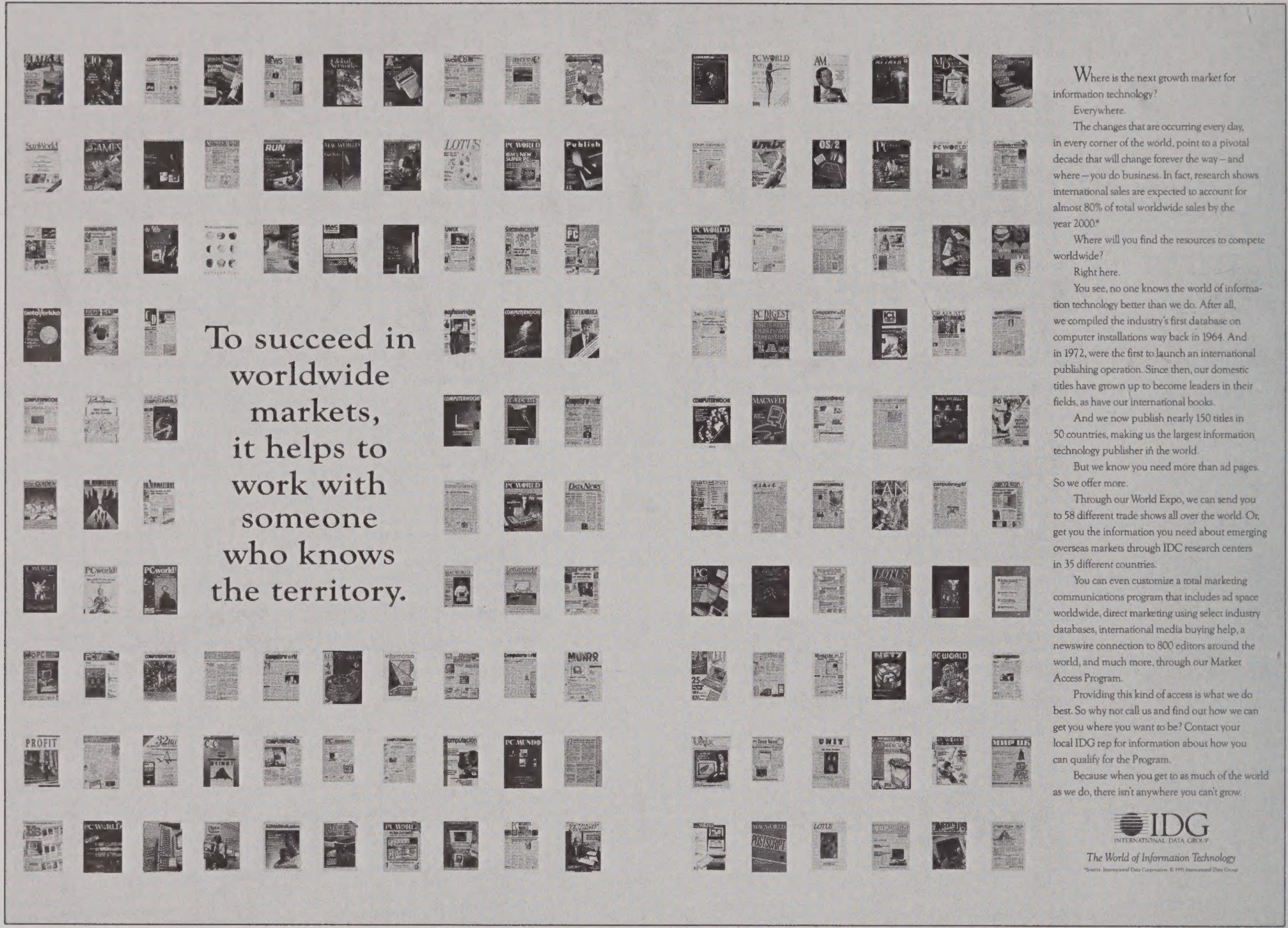
MAP also offers market research and strategic consulting services based in 35 countries, including the U.S., through IDC and World Expo Corp.'s presence at 58 trade shows and exhibitions worldwide.

"Through extensive research in the U.S. and abroad, we've found that there are multiple influences involved in the technology buying process," McGovern said. "IDG, with its unmatched range of publications, can help our customers gain access to this diversified group of decision makers, wherever they are located..

The Market Access Program is available to companies that advertise in at least three of IDG's U.S. publications and spend a minimum of $1 million a year. IDG joins with IT vendors to create strategic marketing programs that leverage IDG's products and services, including publications, research and trade show support.

- SEE PAGE 2

MSD's New Ad Campaign Spans the Globe



To succeed in worldwide markets, it helps to work with someone who knows the territory.

Where is the next growth market for information technology?

Everywhere.

The changes that are occurring every day, in every corner of the world, point to a pivotal decade that will change forever the way—and where—you do business. In fact, research shows international sales are expected to account for almost 80% of total worldwide sales by the year 2000.*

Where will you find the resources to compete worldwide?

Right here.

You see, no one knows the world of information technology better than we do. After all, we compiled the industry's first database on computer installations way back in 1964. And in 1972, were the first to launch an international publishing operation. Since then, our domestic titles have grown up to become leaders in their fields, as have our international books.

And we now publish nearly 150 titles in 50 countries, making us the largest information technology publisher in the world.

But we know you need more than ad pages. So we offer more.

Through our World Expo, we can send you to 58 different trade shows all over the world. Or, get you the information you need about emerging overseas markets through IDC research centers in 35 different countries.

You can even customize a total marketing communications program that includes ad space worldwide, direct marketing using select industry databases, international media buying help, a newswire connection to 800 editors around the world, and much more, through our Market Access Program.

Providing this kind of access is what we do best. So why not call us and find out how we can get you where you want to be? Contact your local IDG rep for information about how you can qualify for the Program.

Because when you get to as much of the world as we do, there isn't anywhere you can't grow.

IDG
INTERNATIONAL DATA GROUP
The World of Information Technology

*Source: International Data Corporation. © 1991 International Data Group

Watch for this ad in *Adweek, Marketing Computers, Upside, Media International* and various IDG publications.

Global Program

-FROM PAGE 1

The Marketing Services Division will administer MAP and work with IT companies to create customized marketing partnerships that draw upon IDG's mix of global products and services.

"We've created MAP to help companies access the multiple voices found around the world that are influencing purchase decisions in today's multibillion dollar information technology marketplace," said **Kelly Conlin**, president of IDG Marketing Services Division. "No other company is in the position to provide the type of global reach, industry expertise and intelligence of IDG."

In creating this business unit the U.S. publishers have committed to aggressive marketing communications and national account programs to capture share of mind and share of market among key customers.

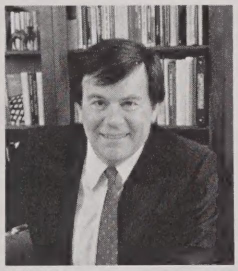
With international growth accelerating and marketing complexity increasing, IT vendors are searching for creative ways to reach their markets. MAP is designed to make that happen, so top IT vendors can tap IDG's global resources and find creative solutions to marketing problems.

"Customers we have been working with so far are impressed with IDG's global presence and the range of services IDG can offer," said Conlin. "They are genuinely excited about having easy access to those resources since they can only help them compete more effectively."

During their interviews, McGovern and Conlin fielded questions about the growth of international information technology markets, particularly Soviet and Eastern European issues, emerging technology markets abroad, and publishing industry issues and trends.

Customer Demands Prompt Creation of MSD

IDG World Update *interviewed Chairman Pat McGovern about the evolution of the Marketing Services Division.*



McGovern

What made the IDG U.S. publishers decide to form the Marketing Services Division?

Like many of our most successful ideas, the idea for MSD came from our customers, who told us they wanted the opportunity to get a broad overview of the range of IDG products so they could get the benefit that derives from concentrating more of their marketing investment on IDG's global resources. We need to be very supportive about showing customers the breadth of our products and services in the U.S. and around the world, and MSD gives us the organization to do just that.

How will it work?

The primary mission of MSD is to increase the market share of our publications by communicating the importance of reaching each of the key purchase influences represented by IDG publications.

MSD will work closely with the publishers and sales representatives of the publications to develop proposals that incorporate all of our publications. In addition to listing page minimums and program rates, the proposals will also include across-the-board incentives for clients who increase either the number of publications they advertise in or the amount of spending with IDG publications worldwide.

Finally, the proposals will describe other divisions of IDG and how their activities could benefit a particular customer's objectives. Our goal is to provide easy access to the revenue goals our customers need to reach through the markets that IDG's products deliver—hence the name Market Access Program.

Does this mean that IDG is becoming more centralized?

Absolutely not! IDG's past and future success depends on decentralization—on product champions that stay close to the customer and have the freedom to react quickly and decisively to meet their customer needs. Centralized planning creates too many obstacles between our customers and the decisions that affect the business.

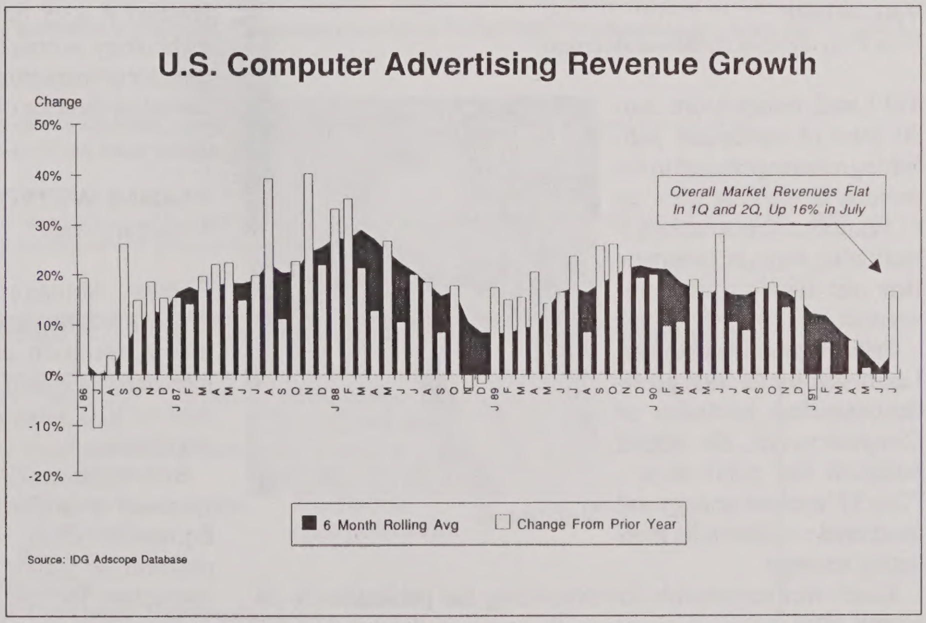
What MSD provides is a method for showcasing our decentralized style—for trumpeting all the entrepreneurial things we do as a company—in an integrated fashion for our most important clients. Our publication business units continue to excel at marketing their individual strengths; now those business units will be included in a marketing message that encompasses the entire company.

Is this a reaction to the Ziff-Davis Network?

We make decisions based on customer needs, not the business style of our competitors. To the extent that some of our customers have found publishing networks a useful method of doing business, however, IDG is ready to respond to that customer need.

How does IMS tie into this?

Developing global product lines is a central component of our corporate strategy, so it only makes sense that MSD incorporate IMS in providing global solutions to our clients marketing plans. As a part of MSD, IMS will continue to promote the *CW* and *PCW* global product lines, selling our customers on the benefits of International Data Group's one-stop-shopping approach to international advertising.



Source: IDG Adscope Database

The creation of the new Marketing Services Division comes at an opportune time as overall market revenues surged 16% in July 1991.

Spotlight

Who's Who at IDG's Marketing Services Division

KELLY CONLIN
President of Marketing Services Division

Kelly Conlin

Kelly Conlin began his career at the *Cable News Network*, where he was chief assignment editor of the 24-hour television news network's New York Bureau, managing the reporters, producers and engineers covering the Northeast region.

He then moved to *The New York Times*, where he worked first as a reporter for the business section, and later served as a strategic planning analyst for the president of the magazine division.

Before being named to his current position at IDG, he was the company's director of business development, with responsibility for market analysis, acquisition reviews and other projects for IDG Chairman Pat McGovern.

He received a B.A. degree from Carleton College and an MBA from Harvard Business School.

VAL LANDI
Vice President of National Accounts

Val Landi

Val Landi brings more than 20 years of media and publishing sales experience to his position in working with top IT vendors to create strategic marketing support programs that tap IDG's global resources.

Prior to this appointment, Landi was senior vice president/associate publisher of *Computerworld*. He helped establish the publication's "Top 50" account strategy and pioneered a multimedia marketing strategy.

Landi was responsible for overseeing the publication's 20-person sales and marketing team that generated more than $50 million in annual sales. Before joining IDG, Landi served as national sales director for Publications/Capitol Cities Communications and as publication director for Bantam Books.

Landi completed his graduate studies at Oxford University and Harvard, where he received a master's degree in the history of science.

ERICA BACCUS
Vice President of Marketing

Erica Baccus

Erica Baccus has more than 15 years experience managing advertising and marketing of leading technology and publishing corporations.

From 1977 to 1982, Baccus served as a product manager for Smithkline Instruments, a medical diagnostic manufacturer. Baccus later managed and directed advertising for software manufacturer Verbatim Corp.

From 1983 to 1986, Baccus worked at Tycer Fultz Bellack, a Silicon Valley-based agency specializing in high-technology account management. As a senior account executive, Baccus handled a $3.5 million advertising budget for a number of technology accounts. Prior to joining MSD, Baccus was the director of marketing for the Ziff-Davis Network and before that served as director of marketing for *InfoWorld*.

JOANNE WITTREN
Events Manager

Joanne Wittren

Events Manager Joanne Wittren will be responsible for the organization and implementation of events and seminars for IDG's major advertising clients.

Before joining IDG, Joanne spent 11 years with Digital Equipment Corp. In her last position as senior programs consultant for the European Account Programs Group, she provided direct support to sales and corporate executives in

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK September 9, 1991

FINANCIAL ANALYST (IDG)

Responsibilities include coordinating IDG's annual budget process, providing financial support to Corporate Headquarters staff, and consolidating financial reporting of actual and projected results. Candidates must possess a BS degree in Finance (an MBA is a plus), and 3 to 5 years budget and consolidation experience. Other qualifications include strong spreadsheets skills and the ability to handle multiple tasks accurately under deadline pressure.

CREDIT ASSISTANT (IDG)

Candidate will assist in IDG's Corporate Credit Department. Responsibilities would include checking references, generating trade reports and interacting with internal credit personnel. Business knowledge and superior telephone and computer skills are required. Flexible hours/schedule are available. 30 hrs/ week.

EMPLOYEE RELATIONS REPRESENTATIVE (IDG/HRSD)

Candidate will coordinate, communicate, and implement various programs and benefits within the Human Resources Service Department. Responsibilities also include recruiting, conducting orientations, researching and responding to benefits and compensation questions, as well as resolving employee issues. Additionally, candidate will review and administer payroll benefits and transactions. Qualifications include a Bachelor's degree and 2 years related experience.

SENIOR ACCOUNT EXECUTIVE (IDC)

Candidate will identify prospects and develop and present proposals to close new business in the Southern California territory. Responsibilities also include working with IDC analysts to expand business with current customers. Requires at least eight years experience selling computer and technology products to senior management and an established record of success building relationships with major accounts. Qualifications also include a Bachelor's degree, and experience selling research is a distinct advantage.

PART-TIME ACCOUNTANT (CBP)

Responsibilities will include specific skills in bookkeeping, journal entry, book closings, account analysis and reconciliation. Position requires candidate to be PC competent and have a working knowledge of Excel. This part-time position has flexibility to schedule 20 hours over 3 to 5 days a week.

DESIGN DIRECTOR (SWP)

Candidate will be responsible for the design of tabloid pages, assignment of artwork, maintenance of Art Department budget and supervision of production deadlines, pre-press scheduling and staff. Qualified candidate will possess 2 to 5 years experience as Art or Design Director in magazines. Ability to operate Quark Xpress or similar desktop publishing software required.

MANAGING EDITOR (SWP)

Responsibilities include management of the flow of all editorial materials, enforcement of deadlines, payment of authors, and supervision of copy editor(s). Candidate will also be responsible for the development and enforcement of editorial style and quality, as well as the maintenance of editorial-design interface. The ability to operate Quark Xpress or similar desktop publishing software is required.

SOFTWARE REVIEW EDITOR (SWP)

Candidate will be responsible for the assignment of software reviews and product comparisons to freelance reviewers, writing software product news and reviews as well as editing freelance copy. 1 to 3 years experience evaluating software is preferred. Must possess knowledge of SUN/UNIX/Workstation software and be able to write about it objectively.

LAB TECHNICIAN (SWP)

Responsibilities include the assignment of hardware reviews and product comparisons to freelance reviewers, writing hardware product news and reviews and editing freelance copy. 1 to 3 years experience evaluating hardware is preferred. Candidate must know SUN/UNIX/Workstation hardware and be able to write about it objectively.

REPORTER (SWP)

Qualified candidate will possess a minimum of 1 year experience reporting news. Responsibilities will include gathering and reporting of SUN/UNIX/Workstation news, and editing news from E-mail and other sources.

CIRCULATION COORDINATOR (FCW)

Responsibilities would include handling customer service, direct mail and marketing, and performing distributor and vendor liaison functions. Paid and controlled subscription experience is preferred. Qualified candidate will possess at least 1 to 2 years of similar experience.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	Job Hotline
LPC	(508) 875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508) 872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe	Job Hotline
	(508) 872-8200	(508)935-4406
TISC	Paula Doggart	
	(508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale	
	(508) 879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge	
GPI/SWP	(603) 924-0392	
MAC	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Neumann	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities ▫ ***Revised: September 9, 1991***

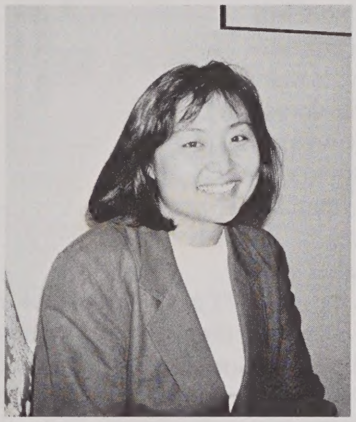
Division	Title	Publication / Location	Contact Manager	Phone
IDG	Financial Analyst	Finance Dept., Boston, MA	S. Petrie	(617)534-1221
IDG	Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Employee Relations Rep.	HRSD, Framingham, MA	E. Bocko	(508)935-4534
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part Tme H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Mail Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Part time Graphic Designer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
LPC	Director of Publishing Operations	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Senior Account Executive	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
IDC	Distribution Channels Intern	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Customer Service Intern	Framingham, MA	D. Bernardi	(508)935-4361
CBP	Part Time Accountant	*CBP*, Wakefield, MA	E. Bocko	(508)935-4534
CBP	Midwest Regional Sales Manager	*CBP*, Wakefield, MA	D. Bernardi	(508)935-4361
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Copy Editor	Framingham, MA	P. Doggart	(508)935-4379
TISC	V.P. Sales and Marketing	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sr. Analyst/PC's & Workstations	Framingham, MA	P. Doggart	(508)935-4379
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Senior Writer	*InfoWorld*, Boston, MA	D. Vieraitis	(415)328-4602
IFW	Financial Coordinator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/IDG	Assistant Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Administrative Assistant	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW/IDG	Publisher	*PC World*, San Francisco, CA	P. Kenealy	(415)978-3297
PCW/IDG	National Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/IDG	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/IDG	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Office Manager	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Sr. Features Editor	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant to the Editor-in-Chief	*PC World*, San Francisco, CA	C. Spence	(415)978-3207
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	Marketing Communications Asst.	*MacWorld*, San Francisco, CA	K. Luedee	(415)978-3396
SWP	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Managing Editor	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
CWPI	Sr. Editor/ Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	V.P. Circulation	*CWPI*, Framingham, MA	B. Cox	(508)820-8160
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
GPI	Circulation Coordinator	*Game Pro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*Game Pro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*Game Pro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

closing business, educating potential customers and cultivating established business relationshs by planning and implementing successful corporate customers programs.

Joanne is a graduate of Lasell College. She enjoys traveling, staying fit and playing the piano.

JULIA LIM

Assistant to the President and Business Analyst



Julia Lim

Julia Lim joins the Marketing Services Division as the assistant to the president. She is currently involved in several projects, including the MAP e-mail system, the sales video and the design of MSD presentations.

She will soon assume the position of business analyst and be responsible for conducting market analyses and gathering competitive information.

Julia graduated from Harvard in June with an honors degree in the History and Literature of France and England from 1740 to the present. During college, she worked at Cudaback Strategic Communications as the assistant to the president and part-time intern. She enjoys playing volleyball, cooking and reading science fiction.

LIBBY LEVINSON

Assistant to the Vice President of National Accounts

Libby Levinson

Libby Levinson joins MSD as the executive assistant to the Vice President of National Accounts.

Her responsibilities include coordinating and scheduling appointments for Landi with the IDG sales force, making travel arrangements, maintaining the MSD e-mail database of sales information, generating client proposals and contracts and acting as liaison for all MSD accounts payables.

Prior to joining MSD, Levinson was the assistant to the associate publisher of *Computerworld* and operations manager for the Computerworld Special Publications Division.

She enjoys gourmet cooking and entertaining.

BRIAN ORMSBEE

Assistant to the Vice President of Marketing

All photos by IDG World Update

Brian Ormsbee

Brian Ormsbee joins MSD as assistant to the vice president of marketing. Within the division, he is responsible for tracking advertising and public relations budgets and serving as liaison to the advertising and public relations agencies. While in school, he worked as an intern at Cudaback Strategic Communications where he assisted in the execution of events and corporate communications.

Ormsbee graduated from Boston University's School of Management with a B.S. in Business Administration/Marketing. He enjoys mountain biking and traveling.

New Faces to be Announced Soon

Inside Sales Representative

This person will be the key communications link between reps at all the IDG publications, the national account representatives and MAP clients—in effect the "air traffic controller" who ensures clear communications and an accessible method of getting questions answered fast.

West Coast National Account Representative

The individual in this position will be the "systems integrator" of IDG services for top accounts on the West Coast, representing IDG's total capabilities to MAP clients and prospects.

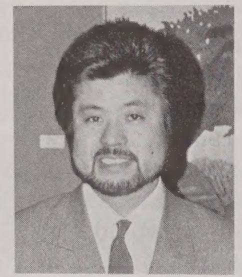
IMS Helps MSD Cross International lines

Since its establishment in March of this year, the Marketing Services Division (MSD) has had one main objective—to position itself as the No. 1 global partner in the IT industry.

The International Marketing Services (IMS) organization with its many years of experience in marketing IDG publications internationally is a critical component for this new program.

Acting as a clearing house for U.S. clients, IMS' U.S. headquarters can place ads in any IDG publication outside of the U.S., as well as offer information on any other IDG services such as IDC, World Expo Corp. and IDG Research.

In addition to its Framingham headquarters, IMS has six offices around the world – California, France, Germany, Japan, Tawain and the U.K.. They too, serve clients that wish to place ads in any IDG publications based outside of that IMS office's country.



Keiichi Maesato
IMS Japan

In addition to preparing customized advertising packages for clients, IMS works with consultants to provide market research, locate distribution companies and develop international marketing strategies.

10-15,1990
ition Park Mosc

Claude Bril
IMS France

IMS, together with MSD, will help serve the top 50 IT companies in the U.S. and coordinate the IDG international buy and presentation.

According to IMS President **Dick Soule**, "We become MSD's international arm. When we meet with a client as a collective group, we work with our international managers to offer our unparalleled international services as a global package."

The Framingham IMS team. (From left) Sarah Engman, Veronique Lemarque, Marsha Acquafresca, Maureen Rondeau, Sheryl Merchant and Dick Soule.

One of the highlights of this collaborative effort Soule noted is being able to pitch a client the most comprehensive IT marketing tool: a division that encompasses all of IDG's services on a global basis—IDG's Marketing Services Division.

When demonstrating to potential clients IDG's broad marketing package, Soule also includes strategic international market information from IDC. This information can tell a client what market is their best bet for global selling.

EFFECTIVE TOOLS

Other effective IMS tools are the corporate global fold-out brochure, *Computerworld* and *PC World* global rate cards and the global IT poster. International Masketing Services is also looking to work closely with *Macworld* in forming a global marketing program along the lines of *Computerworld* and *PC World*'s.

The discount for advertising in the *PC World* and *Computerworld* global rate cards depend on the number of countries in which the advertising is placed.

These discounts apply to U.S. versions of *PC World* and *Computerworld* if the placement occurs in one location.

Marketing Services Division is launching an aggressive ad campaign and will develop a marketing program that communicates International Data Group's international reach in media both in the U.S. and overseas.

International Marketing Services will continue to strengthen its global product lines, *Computerworld* and *PC World*, as well as working with 34 of their sales representatives to better service the U.S. IT accounts.

IMS Worldwide Offices

FRANCE
Claude Bril, Director
IMS/IDG Communcations France
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2, Place des Vosges
Cedex 65
92051 Paris La Defense, France
Tel: 33-1-4904-7900
Fax: 33-1-4904-7800

GERMANY
Peter Townsend
(Liaison for ads in IDG Germany publications)
Tina Oelshlaeger
(Liaison for ads in IDG publications outside Germany)
IMS/IDG Communications Verlag AG
Rheinstrasse 26/28, Postfach 40 04 29
8000 Munich 40, Germany
Tel: 49-89-3-60-860
Fax: 49-89-3-60-86195

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Fax: 81-3-5275-3978

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West Coast Sales Manager
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Tel: 415-331-7571
Fax: 415-332-0778

Do-er's profile

Ginny Pohlman

PROFESSION: IMS Western Advertising Manager

HOME: Sausalito, California

JOINED IDG: 1989

BEST PART OF MY JOB: Working with people from all over the world.

TOUGHEST PART OF MY JOB: Dealing with different time zones. Sometimes I have to be at the office at 6:00 a.m. to make phone calls.

INTERESTS: Tennis, skiing, biking and travel

FAVORITE VACATION SPOT: Greece

FAVORITE AUTHORS: Dostoyevski, Hermann Hesse, and Pat Conroy

PERSON I'D MOST LIKE TO MEET: The Dalai Lama

FAVORITE FOOD: Thai—the spicier the better.

GOAL IN LIFE: To be the best I can be to the people around me and to myself.

MANAGER'S PROFILE: "Ginny has a great sense of humor, seemingly unlimited amounts of energy, and the ability to get clients to believe in her."

IDG World Update

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David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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Federal Computer Week Doubles Up on Supplements

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Computerworld Taps IDG's International Talent

- PAGE 4

Exhibitors, Attendees Give High Marks To Windows World

- PAGE 6

IDG World Update

VOLUME 21, NUMBER 37 SEPTEMBER 16, 1991

Macworld is *Golden* in France

Weighing in with the heaviest Mac book in the French market, IDG France hopes last week's launch of *Golden* will deliver a knockout blow to the competition.

Golden, the most recent addition to IDG's Macworld product line, is positioned as a reference tool for the serious Mac end user. Its two main rivals are monthlies that are geared toward a much less professional audience.

As a bi-monthly, *Golden* will be able to deliver exhaustive coverage of the Mac market, according to Publisher **Jacques Tillier**. "The Macintosh advertising market in France is still small, and it is difficult to maintain a decent level of advertising support in a monthly publication," he said. *UniversMac*, a competitor that began publishing six months ago, will probably not survive the year, Tillier predicted.

In addition to Tillier, key members of the *Golden* team include Editor-in-Chief **Jean Cassagne**; Sales Manager **Vincent Joannot**, formerly with *InfoPC*; and Designer **Catherine Sukkarie**, formerly with *Distributique*.

MACINTOSH / TOUS LES NOUVEAUX MODELES

GOLDEN

N° 1 ◆ TOUT MAC TOUS LES DEUX MOIS

LABO-TEST:
28 PRODUITS AU BANC D'ESSAI
Lotus 1.2.3 / Excel 3.0
Gestions de projets
Photoshop 2.0
◆
DOSSIER
LE GROUPWARE
◆
APPLE EVENTS
◆
MAC ET MAINFRAME

DISQUETTE GRATUITE PAGE 138

IDG France plans an aggressive marketing campaign for *Golden*.

While the publication doesn't use the *Macworld* name, Golden still reflects *Macworld*'s look and content. Similar to *Macworld*, it will include in-depth practical reports, laboratory testing and product comparisons.

The first issue included two articles translated from the U.S. *Macworld*, while the rest of the news and features were of French origin. *Golden* expanded its access to *Macworld* editorial and graphics last week by linking up with the Macworld Global Network.

In addition to beating the competition in advertising pages, *Golden* also had the biggest print run. Newsstands received 65,000 copies, and 10,000 went to sub-

-SEE PAGE 2

MPC Catches the Multimedia Wave This Fall

IDG Chairman **Pat McGovern** recently announced the upcoming debut of IDG's newest U.S publication, *MPC* magazine.

Slated for a mid-November launch, the magazine will be the first to serve the fast-growing community of multimedia PC users.

MPC Magazine is aimed at the computer user who is looking for new and better ways to work, learn and play in a home-based, multimedia electronic environment. Targeted at a consumer readership that uses an IBM or similar PC for home and business computing, the new magazine is the latest IDG publication to identify and develop a new market.

TECHNOLOGY OF THE '90S

"The team behind *MPC Magazine* has identified one of the key technologies of the 1990s and has developed a new, consumer-oriented publication that will lead that market," McGovern commented. "Just as *Macworld* stimulated the growth of the market for Macintosh, *MPC* will lead the development of this fast-growing sector."

The publication will be a timely source of news, ideas, product reviews and analy-

-SEE PAGE 2

Golden

- FROM PAGE 1

scribers on a trial basis. The publication expects to sell 3,000 subscriptions at a special promotion during this month's Apple Expo in Paris. Attendees will receive free desktop publishing software if they subscribe to *Golden* at the show.

A high-powered marketing effort to boost *Golden*'s visibility is now in full swing. The promotion includes billboard advertising throughout France and a major nationwide radio campaign. Unlike the competition, which used radio ads only for their launches, *Golden* spots will be on the airwaves for each bi-monthly issue. It will be the first IDG France publication to use radio advertising on such a regular basis.

Another first for *Golden* is a utility disk, packaged with every issue, that complements the editorial content. No other Mac publication in France has ever included a disk. *Golden*'s inaugural issue placed the disk on the front cover; later issues will have it on an inside page.

Golden Déjà Vu

Veteran IDG watchers may remember that *Golden* was first launched by IDG France five years ago, when it gained a loyal following of paid subscribers but few advertisers. When the company conducted a survey of potential readers this year to determine a suitable name, it found that *Golden*, though short-lived, had left a favorable impression on both readers and industry representatives. The *Macworld* name was not used, said Publisher Jaques Tillier, because French readers prefer not to have English words in the title. In French, "Golden" refers to a variety of apple, and readers favored the play on words the name implied.

MPC

-FROM PAGE 1

sis with advertising support from many of the industry's leading corporations. *MPC* will initially be published six times per year, offering advertisers a targeted average circulation of 100,000 during its first year.

"We will cover all aspects of multimedia personal computing for an audience that is being flooded with a tremendous range of new options," said Publishing Director **Richard Landry**. "*MPC* will be the premier guide to this magical new technology."

Multimedia capabilities on the PC include high-quality computer-generated video and sound. According to Landry, vendors report that sound boards, which bring stereo-quality sound to PCs, are being sold at the rate of 100,000 per month.

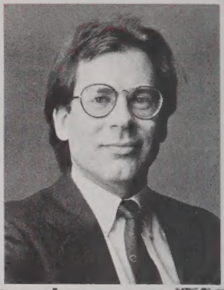
"There are now about 15 million people who do work at home on IBM-standard [computers], so it's a huge potential marketplace," he said.

> **Multimedia technology has the benefit of bringing that PC into center stage in the family because of its ability to run learning software that can connect parents and kids.**
>
> *-Richard Landry*

Landry, former editor-in-chief of *PC World*, is a recognized expert on multimedia computing. He heads a team of editorial and publishing specialists with impeccable credentials in both the consumer and information technology sectors.

Advertisers will reach a highly concentrated audience of multimedia enthusiasts—a group expected to grow exponentially during *MPC*'s first year .

Circulation will be derived from trial subscription offers in multimedia equipment packages, newsstand sales, direct mail and subscription offers in other IDG publications. An additional factor behind *MPC*'s expansion will be International Data Group's experience in magazine publishing in new and fast-growing markets.



Landry

MPC Photo

"With new products from IBM, CompuAdd, AT&T, NEC and a host of others, and a pent-up demand for new home computing options, multimedia will be the fastest growing sector of the market in the next five years," said *MPC*'s Director of Sales and Marketing **David Fales.**

Advanced sound and graphics boards and CD-ROM drives are already available, and products expected to be released soon include Microsoft's Windows for Multimedia Computing and Tandy's multimedia-equipped PC.

"Our readers are in the technologically advanced households that are the perfect target for marketers not only of multimedia products, but also of a full range of computing products, home office equipment and consumer electronic items," Fales added.

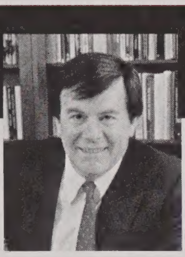
MPC's editorial will cover four primary categories—working, playing, learning and creating. One column, "Kids," will focus on the interaction between parents and children and computers.

"Multimedia technology has, among other things, the benefit of bringing that PC into center stage in the family because of its ability to run learning software that can connect parents and kids," Landry said in a recent interview with *Magazine Week*.

MPC will be headquartered at 201 Second Street, San Francisco, Calif. 94107, telephone (415) 243-0500, fax (415) 442-1891.

On line

ASK PAT



Q I've noticed that you often accompany Boston-area employees who have reached a decade of service to a luncheon in their honor. How do you honor employees who work in regional offices or other divisions outside Massachusetts?

A I have had 10th anniversary luncheons with IDG employees during the past 12 months in New York, San Francisco, Newport Beach, Sydney, Munich and elsewhere. I always look forward to these events and find them very enjoyable and informative.

Q It seems that a combination of IDG and CMP would enable us to lock up some key markets. Have you ever contemplated such an acquisition?

A IDG's philosophy has been to grow from within whenever possible. We consider acquisitions only when the opportunity to create our own entry into the market is not practical. CMP does have market leader publications in the electronic, engineering and computer retailing fields. These are areas where IDG is not yet present. Over the years we have expressed our interest in these publications to CMP, and we have been assured that if the publications are ever offered for sale, we will be the first to know.

Q Now that the U.S. has lifted its economic sanctions against South Africa, what does that mean for a prospective IDG presence in that country?

Prior to the sanctions being imposed against South Africa, IDG had a publication licensee there. With the removal of sanctions, it is possible that IDG may re-establish a licensing agreement either with our former licensee or with another qualified party.

Q If you were planning to close a company, how far in advance would you notify that business unit?

A In IDG's decentralized operating style, headquarters does not make decisions to close business units. However, business units may be forced to close if their customers are unwilling to provide them enough business to cover the operating expenses of the business over the long term.

Presidents of IDG business units are supposed to keep all the employees of their business unit informed about their sales, expenses and operating profit so that if a business unit continues to lose money in amounts beyond its available working capital, everyone in the business unit will be aware of the problem well before the company runs out of money and has to cease operations.

In such a case, the business unit manager would work with other IDG operations to try to find new jobs for as many of the employees at that business unit as possible.

Q How do you see conditions for Western companies operating in the U.S.S.R. changing as a result the recent political developments?

A I believe that the business opportunities for Western companies in the Soviet Union have expanded as a result of the failure of the recent coup attempt in the Soviet Union. I anticipate that financial and technology aid from Western countries to the Soviet Union will accelerate.

The creation of more autonomous republics will expand the number of business opportunities available to IDG, which has the goal of thinking globally but acting locally. We could expect IDG publications, research services and trade shows to be created to serve the larger individual republics of a Federation of Republics in what has been the Soviet Union.

Q Could you expound on what roles Bob Farmer will take on in his new position as IDG vice chairman? Will he have both domestic and international responsibilities?

A Bob Farmer, a member of the Executive Committee, will serve as the principal interface between IDG headquarters and approximately 25 of IDG's largest global customers. These will be companies headquartered not only in the U.S., but in Europe and Japan. He will be a prime negotiator for IDG in arranging the terms and conditions for the acquisition of companies, business units or assets which IDG needs to meet its business goals.

He will also serve as IDGHQ's prime problem-solver to deal with situations such as an unexpected vacancy in the presidency of a business unit, a dramatic short fall from plan of a business unit, or other unexpected events.

■ ■ ■ ■ ■

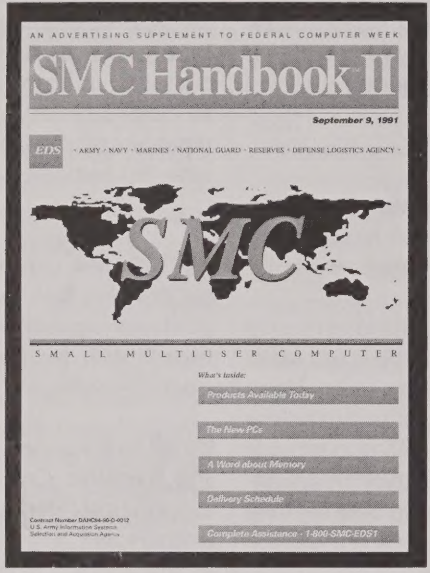
Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Advertisers Eager for *FCW* Supplements

For a targeted portion of *Federal Computer Week* readers, the September 9 issue resembled a print version of Russian folk art nesting dolls.

Last week's publication, essentially a product within a product within a product, included a supplement on network computing and the second edition of a handbook on a military office automation contract.

Only readers in U.S. government agencies who can buy computer products through the special purchasing program received both inserts; the rest of the audience received just the network supplement.



AN ADVERTISING SUPPLEMENT TO FEDERAL COMPUTER WEEK

SMC Handbook II

September 9, 1991

EDS

• ARMY • NAVY • MARINES • NATIONAL GUARD • RESERVES • DEFENSE LOGISTICS AGENCY •

SMC

SMALL MULTIUSER COMPUTER

What's inside:

Products Available Today

The New PCs

A Word about Memory

Delivery Schedule

Complete Assistance - 1-800-SMC-EDS1

Contract Number DAHC94-90-D-0012
U.S. Army Information Systems
Selection and Acquisition Agency

Federal contractors such as EDS gain exposure through this advertising supplement.

The 20-page supplement, which focused on the impact of client/server computing, was timed to coincide with the Federal Computer Conference in Washington, D.C. According to Eastern Sales Manager **Jim Hussey**, the supplement required aggressive sales work by the *FCW* team, since participating advertisers previously had limited interest in the federal market.

Hussey was also pleased with the demand for the handbook, an advertising supplement sponsored by federal contractor Electronic Data Systems (EDS). The handbook not only promotes advertisers' products but also educates readers about the procurement system.

"Our first handbook was such a success that EDS was anxious to do a second edition," Hussey said. "This new product raises the visibility of the contract handbook project," he said, adding that the concept could be adapted to federal contractors in other purchasing programs.

While the handbooks are written and designed by freelancers under *Federal Computer Weeks*'s supervision to avoid conflict of interest, *FCW*'s White Papers Series is created entirely in-house. The next white paper, which focuses on the Defense Department's corporate information management initiative, will be published as a supplement in the September 23 issue.

FCW Editor-at-Large **Bob Brewin** and Managing Editor **Anne A. Armstrong** are largely responsible for much of the white paper's editorial content.

Computerworld Mobilizes Worldwide Resources

Inspired by a *Wall Street Journal* article and bolstered by IDG talent around the world, *Computerworld* orchestrated a feature story on offshore data processing centers in *CW*'s August 26 issue.

Many U.S. companies are finding they can cut costs and improve productivity by using overseas firms for their data entry work. *CW* Executive Editor **Paul Gillin** read a *WSJ* story on the Philippines' cottage industry and decided to expand on it using IDG News Service correspondents and writers at other *Computerworld* operations.

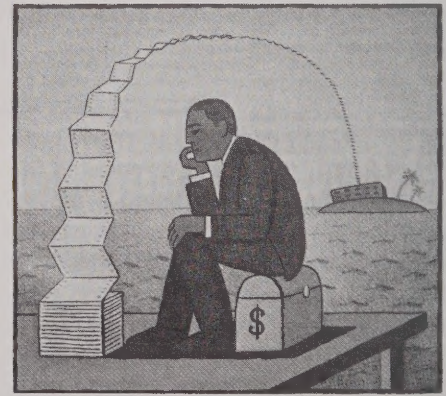
"The topic lent itself to input from a variety of countries," Gillin said. "We don't often have stories that involve such extensive international comparisons, so we leveraged IDG's international base to do the job."

The feature, which ran just over three pages, took about two months to complete. With contributors based in different parts of the globe, the logistical balancing act was a challenge.

Gary Anthes, *CW*'s Washington, D.C., correspondent, wrote the lead story; IDG News Service Tokyo Bureau Chief **Lori Valigra** reported on Japanese firms hiring other Asian programmers while **Ron Condon**, the News Service's London correspondent, examined Irish firms with an overseas clientele; and *Computerworld Philippines* Writer **Joel Tubles Dizon** covered the data entry services in his country.

All of the pieces of the feature, including artwork, were assembled and edited by In-Dept Editor **Lory Zottola** at *Computerworld*'s Framingham, Mass., office.

While the IDG News Service's policy is to run stories as they go to press, the offshore feature ran on the wire two weeks before it appeared in *Computerworld*.



IDG correspondents reported on offshore data centers in Ireland and the Philippines, among other locales.

"This was an international effort, and we wanted the overseas operations to benefit from this collaboration as soon as possible," Gillin said.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK September 16, 1991

PROMOTION COORDINATOR (NWW)

Qualified candidate should be able to take a promotional concept from idea to finished product. Responsibilities include helping decide the best way to promote an idea, copywriting, production on MAC, and managing a budget. Qualifications include a college degree with 2 years promotion/marcom experience at client/publication or agency. Promotional writing, account and MAC skills in Advanced Pagemaker and Freehand required. Knowledge of paste-up and pre-press helpful, with the ability to produce items quickly and professionally.

DISTRICT SALES MANAGER/WEST COAST (NWW)

Candidate must possess a superior level of advertising sales skills with an excellent track record. Responsibilities include managing the Los Angeles territory, including Arizona, with travel to key trade shows throughout the year. Organization and communication skills are critical. Seeking a "product champion" with industry knowledge.

DIRECTOR OF PUBLISHING OPERATIONS (LPC) *Revised*

Responsibilities include direction of circulation strategy and operations and participation in overall strategic planning at Lotus Publishing. Also responsible for consumer marketing programs at LPC, including circulation for *LOTUS* magazine and newsletters, direct-response marketing of books, videos and ancillary products, and development of cross-marketing opportunities. Candidate must be an experienced circulation director, preferably with a background in controlled and paid circulation. Must possess a strong knowledge of budgeting/planning, fulfillment and direct marketing. Requires 10 or more years of experience, high-tech experience preferred.

ADVERTISING/PRODUCTION COORDINATOR (IFW)

Candidate will coordinate advertising functions between clients and in-house sales, including production and billing. Responsible for tracking all data pertinent to booking of advertising, creating weekly layout, and preparing ad materials for printer. Position requires a very organized, customer service oriented individual with superior telephone skills and previous experience in advertising and production.

OFFICE COORDINATOR/ASSISTANT TO THE PRESIDENT (IDG/B)

Candidate will report to the President/Publisher and will be responsible for a high volume of incoming calls, order taking, filing, processing bills and general administrative support. Seeking an organized, detail-oriented, enthusiastic person with 2-3 years administrative experience and word processing skills.

ASSISTANT TO THE NATIONAL ADVERTISING DIRECTOR (IMI)

Responsible for supporting the National Advertising Director in all administrative facets of the department, including general office support, information management and special projects.

INTERNATIONAL SALES ASSOCIATE (MAC)

Responsible for supporting the Sales Account Manager in all administrative facets of advertising sales, including clerical support, office support, customer service and general support as needed. Candidate will work as a team member with Account Managers, selling display advertising as assigned via the telephone.

SALES ASSISTANT (SWP)

Duties will include telemarketing, phone reception, general filing and clerical work, handling media kit requests and share of market reports, as well as maintaining customer database and office equipment and supplies. Additional responsibilities include maintaining computer database, spreadsheet and word processing software in a windows environment. Strong organization and communication skills are required.

TECHNICAL DIRECTOR (TMP)

Candidate will be responsible for day-to-day operation and maintenance of the in-house video studio. Requires a strong ability to communicate and deal with clients and several years experience in video editing and film with A/B roll systems.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW LPC	Susan Perry/Mary Cornetta (508) 875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508) 872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette/Susan Volpe (508) 872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508) 879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge (603) 924-0392	
MAC	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415) 978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities - *Revised: September 16, 1991*

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Financial Analyst	Finance Dept., Boston, MA	S. Perry	(508)935-4407
IDG	Part Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Employee Relations Rep.	HRSD, Framingham, MA	E. Bocko	(508)935-4534
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part Tme H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Mail Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Promotion Coordinator	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Part time Graphic Designer	*NetworkWorld*, Framingham, MA	J. Dix	(508)875-6400
LPC	Director of Publishing Operations	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Part Time Accountant	*CBP*, Wakefield, MA	E. Bocko	(508)935-4534
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Copy Editor	Framingham, MA	P. Doggart	(508)935-4379
TISC	V.P. Sales and Marketing	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sr. Analyst/PC's & Workstations	Framingham, MA	P. Doggart	(508)935-4379
IFW	Advertising/Production Coord.	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)328-4602
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IFW	Financial Coordinator	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)329-3501
IDG/B	Office Coord./Asst. to President	San Mateo, CA	C. Neumann	(415)328-4602
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/IDG	Assistant Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Administrative Assistant	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW/IDG	Publisher	*PC World*, San Francisco, CA	P. Kenealy	(415)978-3297
PCW/IDG	National Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/IDG	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/IDG	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/IDG	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Sr. Features Editor	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant to the Editor-in-Chief	*PC World*, San Francisco, CA	C. Spence	(415)978-3207
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. to National Advertising Dir.	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	International Sales Associate	*MacWorld*, San Francisco, CA	S. Dolan	(415)978-3160
SWP	Sales Assistant	*SunWorld*, Totowa, NJ	F. Genovese	(201)785-3177
SWP	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Managing Editor	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
CWPI	Sr. Editor/ Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	V.P. Circulation	*CWPI*, Framingham, MA	B. Cox	(508)820-8160
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
TWP	Technical Director	Peterborough, NH	L. Legasse	(603)924-9384
GPI	Circulation Coordinator	*Game Pro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*Game Pro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*Game Pro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

Noteworthy !

PROMOTIONS

DeTray

IDG Peterborough

Jeff DeTray has been promoted to publishing director of *Portable Office* and head of one of IDG Peterborough's newly created business units, Business Computer Publishing Inc.

DeTray, a graduate of the University of Illinois, joined the Peterborough division in 1978. He has held a variety of positions, including serving as the original publisher of *Portable Computer Review*, the magazine that evolved into *Portable Office*. Most recently, as director of technology research, he worked on special editorial projects for several Peterborough publications.

In his new role, DeTray will focus exclusively on *Portable Office* and its ancillary products. Among his plans are to expand the frequency of *Portable Office*'s buyers guides to quarterly.

• • •

Dave Peterson has been appointed *Computerworld*'s new vice president of eastern advertising sales. In his new role, Peterson will be responsible for all of *CW*'s sales operations east of the Mississippi. Peterson joined *Computerworld* seven years ago and, until the recent promotion, was vice president of sales for New England. **Kevin McPherson**, senior vice president of national sales noted, "His expertise, gleaned in seven years with *Computerworld*, will strengthen the paper's leadership position as the nation's premier publication on information technology." A graduate from the University of New Hampshire, Peterson also holds an M.B.A. from Northeastern University in Boston.

Jim Brown of *Network World* has been promoted to managing editor of features. In this new role, Brown will work closely with the features staff in editing and soliciting articles, drafting strategy, and interacting with writers and *Network World*'s test group. A charter member of the editorial staff, Brown joined *Network World* in 1986 as the new products editor and most recently served as a senior writer.

APPOINTMENTS

Winders

Digital NEWS

Deborah Winders, circulation director for *Digital NEWS*, has also been named EXTRAs program director. She will fulfill responsibilities for both positions concurrently. In her new role, Winders will handle all areas of the EXTRAs program, including marketing, ad sales, editorial and production for the bimonthly, magazine format supplements.

• • •

Ann Roskey joins one of IDG's newest subsidiaries, Emerging Technologies, as marketing support representative. In her new role, Roskey will offer product support, internal training and support and project management. Prior to joining Emerging Technologies, Roskey was with M&T Publishing as sales manager. She received a B.A. in history from Georgetown University and enjoys cooking, gardening, aerobics and running.

• • •

Jim Duffy has been appointed senior editor, data communications, at *Network World*. Duffy hails from *Computer System News* where he was senior editor. He will be responsible for covering issues connected with large systems data communications, open systems and network management. Initially, Duffy will be based in New York but may join *NW* in Framingham, Mass.

Dave Walker joins the InfoWorld Test Center as test technician. He will be responsible for testing and benchmarking hardware and software. Walker comes to IDG from a computer support position with the city of Palo Alto, Calif. In his spare time, Walker enjoys music and computers.

Also new at *InfoWorld* and in charge of copyediting and paginating editorial pages is **Coleen Curran**. Curran comes from *Santa Clara Valley Weekly* where she wore both the editor and associate publisher hat. Curran received a B.S. from Boston University and an M.A. in journalism from Sangamon State University in Springfield, Ill. She enjoys tennis, photography, cooking and jogging.

• • •

IDG Books brings **Jennifer Ramirez** on board as sales and marketing assistant. She will work with the director of sales and marketing and the marketing coordinator, and be involved in all stages of advertising, promotion, sales and publicity efforts for IDG Books.

Ramirez comes to IDG Books from Macy's in California where she was responsible for managing sales associates. A graduate of San Jose State University, Ramirez received a B.A. in marketing and minored in speech communications. She enjoys jazz, theater, reading and working out.

• • •

Florence Pernot joins IDG France as an accountant, reporting to credit manager Yanik Robain. She will be responsible for client invoicing and the banking transactions. In her spare time, Pernot enjoys horseback riding, tennis, volleyball and is a fan of Edgar Allan Poe's novels.

CORRECTION

The name of **Kavin W. Moody**, vice president of Technology Investment Strategies Corp., was listed incorrectly in the Noteworthy section of the September 2 issue of *IDG World Update*.

Calendar 1 2 3

- **SEPTEMBER 22**
  European Managers Meeting
  Barcelona, Spain

- **SEPTEMBER 23-24**
  Macworld Product Line Meeting
  Barcelona, Spain

- **SEPTEMBER 25-27**
  IDC European IT Forum
  Venice, Italy

- **OCTOBER 8-10**
  Macworld Expo/Toronto
  Better Living Centre
  Toronto, Canada

- **OCTOBER 15-18**
  CD-ROM Expo
  Washington Hilton
  Washington, D.C.

- **OCTOBER 21-25**
  Comdex
  Las Vegas, NV

- **OCTOBER 23-27**
  Hi-Tech/Ankara
  Ankara, Turkey

- **OCTOBER 29-31**
  Macworld Expo/Asia
  Hong Kong Convention
  & Exhibition Centre
  Hong Kong

- **OCTOBER 30-NOVEMBER 1**
  Macworld Expo/Auckland
  Ellerslie Function Centre
  Auckland, New Zealand

- **NOVEMBER 7-9**
  Macworld Expo/Sydney
  Darling Harbour Exhibition Centre
  Sydney, Australia

Attendance At Windows World '91 Australia Exceeds Expectations

More than 6,500 attendees gathered at Darling Harbour in Sydney, Australia, last month for the inaugural Windows World Expo and conference down under.

Show organizers from IDG World Expo/Australia were pleasantly surprised by the final attendance figures, as the number of showgoers tallied 1,500 more than expected.

Over 50 companies from across Australia covered the show floor with booths, and according to IDG World Expo/Australia General Manager Alan Tayt, bookings are already well under way for next year's expo.

"Half of next year's floor space has been taken up by this year's exhibitors, while a good number of non-exhibiting members have also booked," Tayt said. "About 300 conference delegates from mid-to-large corporations and government departments attended, which showed a broad industry interest and defied the present depressed economy," he added.

Show organizers noted that the amount of space booked for next year reflects the fact that the exhibitors were delighted with the quality of the large volume buying audience the show attracted.

"Interestingly enough, the expo also attracted two distinct categories of attendees," Tayt said. "Those who are recent purchasers or are at entry level and considering the move to Windows, or those existing users who have been using the software for years."

IDG Runners Pound Pavement

BOSTON
MANUFACTURERS HANOVER
BOSTON
2883
2105
2876
2101
2877
2871

IDGers joined other runners from Boston area companies in the annual 3.5 mile Manufacturers Hanover Corporate Challenge. (Top Row L-R) John Robison, Tom Mathews, Jim Falanga, Meghan O'Leary, Kathryn Esplin, Mike Sullivan, Carol Leonard, Ken Fuller, Mark Hanson, Terri Le Blanc, Bob Callery. (Bottom row L -R) George Griffin, Mike Malone, Jen Scholze, Megan Santosus, Dana Kagno, Amy Fellows and Terry Jones.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of August and the first week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Eileen O'Brien - IDC

FIFTEEN YEARS
Ingrid Schmid - IDG Germany

ELEVEN YEARS
Ellen Rahmann - IDG Germany

TEN YEARS
Kevin McPherson - CW Publishing
Sue Donohoe - IDG Peterborough

NINE YEARS
Paul Gillin - CW Publishing
Bertrand de Cerval - IDG/C France
Ian Thalmessinger - IDG U.K.

EIGHT YEARS
Claude Bril - IMS France
Kurt Ebner - IDG Germany

SEVEN YEARS
Frank Wielki - CW Publishing
Maureen Mottonen - IDC Canada
Siegfried Reich - IDG Germany
Charlie Babcock - *Digital NEWS*
Steve Moore - *Network World*

SIX YEARS
Marsha Acquafresca - IMS
Pal Leveraas - IDG Norway
Pierre Berger - IDG France
Julia Blelock - LINK Resources
Hans Peter Nitzsche - IDG Germany

FIVE YEARS
Scott Lum Duenas - PCW Cental Services
Jean Paitel - IDG France
Philippe Nommin - IDG France
Angela Sauter - IDG Germany

10-Year Milestone Celebrated

Colleen Garland joined the Classified Ad Operations department at CW Publishing in May 1981 as production assistant. Two years later, Garland was appointed to production supervisor and for the last two years has held the title of department supervisor.

A graduate of Chamberlayne Jr. College in Boston, Garland received an associates degree from the advertising and commercial art program.

World Update

Colleen Garland and Pat McGovern

Andreas Silbermann - IDG Germany
Jens Jørgen Krag Hansen - IDG Denmark
Kathryn Esplin - *Digital NEWS*
John Cox - *Digital NEWS*
Ray Corbin - *Digital NEWS*
Dave Hill - IDG Intn'l News Group
Kimberly Schuberthan - ITI

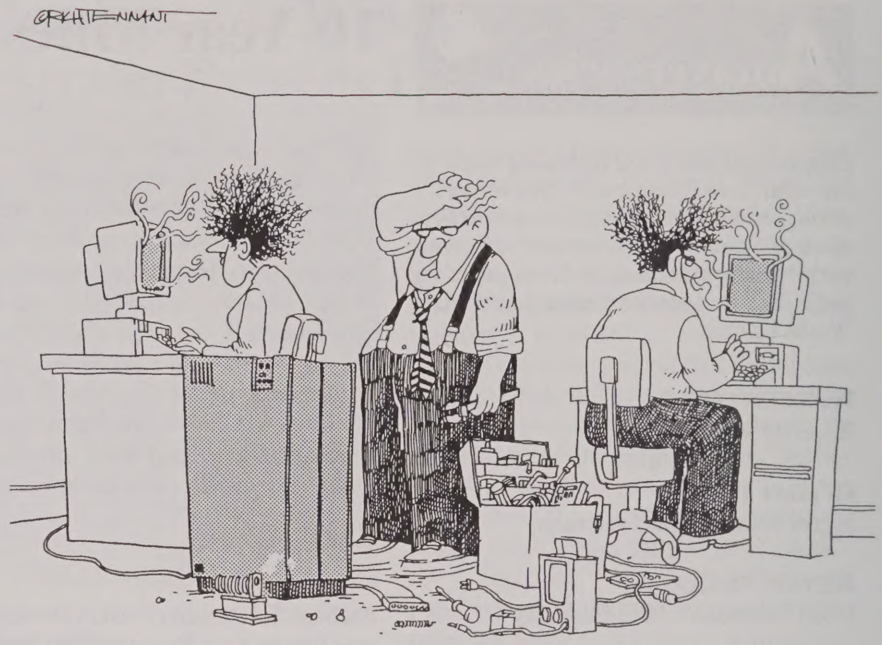
FOUR YEARS
Gail Acquafresca - ITI
Susan Champeny - *Network World*
So-Fong Yip - *Macworld*
Kevin Greene - *Publish*

THREE YEARS
Hilary Kushinsky - IDG
Heather Martin - *PC World*
Shannon Linville - *Publish*
Betten Tallerâs - IDG Norway
Francois-Yves le Gal - IDG France.
Marie-José Madelrieux - IDG France
Milton Quiah - LINK Resources
Hermann Gfaller - IDG Germany
Lars Østermann - IDG Denmark
Phyllis Borden - IDC
David Card - IDC
Mike Malone - IDG MIS
Doreen Ferguson - IDG Credit
Nancy Sheehan - IDG

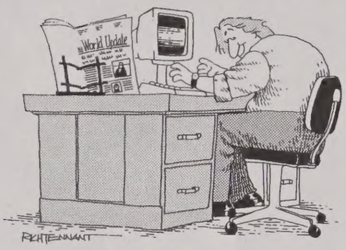
TWO YEARS
Earlene Sabin - IDG
Holly Klingel - *LOTUS*
Debra Bernardi - IDG HR
Chris Lindquist - CW Publishing
Fredrik Landergren - *Macworld Sweden*
Joe Maglitta - CW Publishing
Joanie Wexler - CW Publishing
Irmgard Meyer - IDG Germany
Kim Myhre - IDC
William Strapko - IDC
Diane Maguire - IDG Peterborough
Bill Peck - *Macworld*

ONE YEAR
Maureen Molloy - *Network World*
Paul Strauss - *Network World*
Fredrik Norrnan - IDC Sweden
Barbara Boyd - *Publish*
Nicklas Mattsson - *Macworld Sweden*
Elizabeth Jensen - *Macworld*
Bruno Varyze - IDG France
George Bulat - IDC Canada
Anne Tse - *Computerworld Hong Kong*
Edna Quintana - LINK Resources
Wolfram Haase - IDG Germany
Sandra Busch - IDG Germany
Alexandra Eckbauer - IDG Germany
Jutta Schilcher - IDG Germany
Klaus Krabbe Hermansen - IDG Denmark
Jon Engstrand - IDC China/Hong Kong
Lynda Rosenthal - *CIO*
Margaret McNerney - *FCW*
Henry Hui - *Computerworld Hong Kong*
Roar Nerdal - IDG Norway
Finn Juul - IDG Norway
Peter Rosati - IDC

Off line



Win Your Own



Off line T-Shirt (or a cup!)

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, October 8. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a NEW prize: A 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG World Update

EDITOR & PUBLISHER David F. Hill
MANAGING EDITOR Deborah S. Butler
NEWS EDITOR Patricia Valavanis Smith
EDITORIAL DIRECTOR Penny Janzen Winn
CONTRIBUTING EDITOR David Bromley
EDITORIAL ASSISTANT Rebecca Sykes
VICE PRESIDENT OF OPERATIONS Craig Pierce

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CW Computer Lab Geared to Staff Education

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IDC Conference Targets Eastern Europe's IT Markets

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Finnish Publisher Increases Circulation of *MikroPC*

- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 38

SEPTEMBER 23, 1991

LTI's *ComputerData* Relaunched as *InfoCanada*

Laurentian Technomedia Inc. (LTI), IDG's Canadian licensee, is looking to establish a secure market niche with this month's launch of *InfoCanada*. The new monthly takes the place of LTI's flagship, *ComputerData*.

InfoCanada is a much more product-oriented publication than its predecessor and is targeted to decision makers responsible for planning their companies' IT strategies.

"This is an unprecedented move in the Canadian IS market," said Publisher and Chief Operating Officer **Andrew White**. "We've removed ourselves from the 'general market,' as it is known today, by following the format and editorial slant of *InfoWorld*."

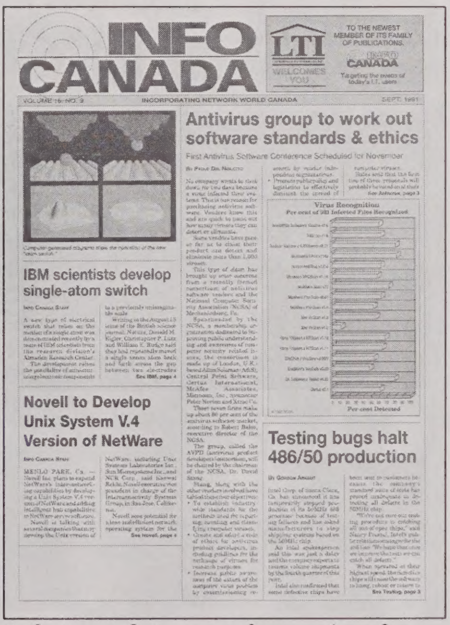
MAINFRAMES, TOO

Unlike the U.S. version of *InfoWorld*, however, its Canadian neighbor will include some information on mainframes. According to White, LTI management initially favored a *Computerworld* format for the new publication. Once the decision was made to go the *InfoWorld* route, however, the staff had a mere seven weeks to create a new product before the launch date.

Editor-in-Chief **John Pickett** and the rest of the *ComputerData* staff have made the move over to the *InfoCanada* masthead.

Before the birth of *InfoCanada*, *ComputerData* was one of three general computer publications in Canada. Each had a circulation of approximately 32,000 and a similar readership profile.

Since IT vendors have effectively reached a saturation point in the Fortune 500 market, advertisers are trying to reach mid- and small-sized companies that are now spending more money on computer equipment. Many major accounts started shifting away from the general computer publications to daily newspapers, business publications and television to reach this broader audience.



INFO CANADA

TO THE NEWEST MEMBER OF ITS FAMILY OF PUBLICATIONS.

LTI WELCOMES YOU

INFO CANADA

INCORPORATING NETWORK WORLD CANADA

SEPT. 1991

Antivirus group to work out software standards & ethics

First Antivirus Software Conference Scheduled for November

IBM scientists develop single-atom switch

Novell to Develop Unix System V.4 Version of NetWare

Testing bugs halt 486/50 production

***InfoCanada's* transformation from *ComputerData* was accomplished in just seven weeks.**

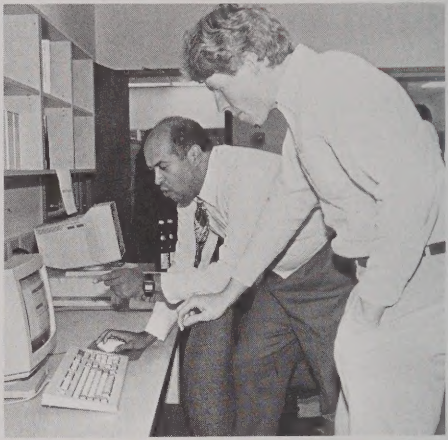
Since increasing *ComputerData*'s circulation was not an option, LTI's strategy to win back advertisers was to position itself as a publisher servicing target groups within the industry. "The big question was, of course, would the advertisers accept the change, or even feel it relevant in today's tough market," White said.

LTI didn't have to wait long for its customers to make a positive response. Advertisers welcomed the new approach, and "some of that support came from unexpected areas, including three formerly exclusive accounts of our biggest competitor," White said.

For the first time since the recession hit Canada this year, *InfoCanada* had already reached its advertising targets for the next month's issue while in the midst of closing the current issue.

Network World Canada, which debuted as a quarterly publication in April, had been incorporated within *ComputerData*. Due to its popularity with both readers and advertisers, *NW Canada* will now be included in each monthly issue of *InfoCanada*. Early next year it will be launched as a stand-alone publication.

CW's Computer Lab is Up and Running



World Update

Computerworld's Senior Editor Michael Alexander (left) and Executive Editor Paul Gillin check out the video feature on a 386 PC during a tour of CW's new computer lab in Framingham.

An extra surge of electricity pulsed through Computerworld's office last week as the Computerworld Lab officially went on line.

The lab was created at the suggestion of IDG Chairman **Pat McGovern** as a way for editorial staff members to get hands-on experience with the systems they write about.

Early this year, Computerworld's Information Systems Director **Linda Nelson** conferred with Editor-in-Chief **Bill Laberis** and Executive Editor **Paul Gillin** to determine what type of equipment would be most useful to the staff. After the proposal and a budget was approved in April, the project took off.

TAKING SHAPE

Nelson and IS Manager **Mike Miller** visited the InfoWorld Test Center in June to draw on their colleagues' experience with lab management and inventory control. Soon afterward, Facilities Manager **Rick Ciliberto** began overseeing construction of the lab, a customized room in the CW building with its own security and climate control systems.

The facility houses 80286, 80386 and i486 PCs; a Macintosh IIfx with multimedia capabilities; a Sun SparcStation II; and a terminal that features the Computer Select database, which offers text and summaries of industry publications, hardware and software product information and IT company profiles.

The lab can run three network operating systems—Novell NetWare, Banyan Vines and Microsoft LAN Manager—and also includes numerous CD-ROM players, scanners and Postscript printers.

All of the equipment offers a variety of application software, including word processing, graphics, spreadsheet and database packages. The computer lab will be open during regular working hours and weekends and may be used by any CW employee.

DONATIONS WELCOME

According to Nelson, the lab has ample room for additional hardware and software that manufacturers may donate for short-term use. CW's *Inside Page*, a monthly marketing and editorial newsletter targeted to clients, publicized the lab in this month's issue. Currently, an IBM PS/2 with an OS/2 operating system is on loan. While writers and editors may choose to write about the loaned equipment, they're under no obligation to do so.

"The beauty of the lab is that we aren't using it to test products," said Gillin, emphasizing that the facility is there for staff to familiarize themselves with what's out in the marketplace.

Gillin encourages his writers and editors to bring vendors into the lab and have them demonstrate their latest software. "A little investment in learning about the technology goes a long way," he noted.

Dozens of CW employees toured the lab during an open house on September 13, good-naturedly teasing Nelson as to whether OS/2 should be included in a state-of-the-art facility.

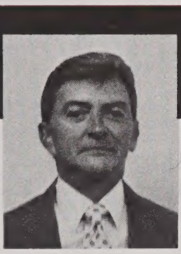
Gillin, too, was not immune to the staff's queries. Wondering when they might find time to use the lab, members of the editorial staff tried to pursuade Gillin to reduce the number of story assignments, but to no avail.

World Update

CW's information systems staff will be on hand to answer any questions about the computer lab. (L-R): Al Nelson, Frank Wielki, Jeanne Vignoli, Robin Robinson, Linda Nelson and Mike Miller. Missing from photo is Sarah McEwen.

On line

ASK WALTER



Q What were the factors that led IDG U.K. to halt publication of *PC Business World*?

A There were several factors that led our U.K. Managing Director Terry Chellew and the Executive Committee to stop publication of *PC Business World*. Among them were market conditions in the U.K. This market has traditionally been over supplied with publications at every level, and with the most recent recession—which is deeper in the U.K. than here in the U.S. and most other places around the world—it just didn't make much sense to continue investing in a publication that has not been well positioned in terms of reader and advertiser needs.

We also felt that with the coming major launch of a new *Computerworld* in the U.K. it made more sense to marshall all of our resources for both personnel and finances into this important new project.

It should also be noted that, as mentioned in a past column, we are more interested in having a major monthly for the PC market place that devotes itself to the power buyers. I am sure that after *Computerworld* is up and running we will revisit this market in terms of having such a PC publication that more clearly follows our worldwide pattern for *PC World*-type magazines.

Q The Publishing Institute has already completed a successful Phase I of this year. What will Phase II, to be held in December, entail?

A Phase II of the Publishing Institute is designed to make sure that we are able to follow up with the people who have gone through the initial program. This year we are going to do a major catch-up and get all past attendees into Phase II, and in subsequent years we will continue to do this some six months or so after the Publishing Institute's Phase I.

IDG is very committed to the training and education of our people and we want to make sure that we don't just give someone some training and then forget about it. Phase II has been designed to help our people follow-up on what they learned in Phase I, and to find out how they have been able to apply this training in terms of their day-to-day responsibilities. It also gives management an opportunity to keep track of those fast track personnel who are anxious to move ahead in the organization.

Phase II will be a very intensive two-and-one-half day session. As with Phase I there will be case studies, intensive interaction between attendees, workshops and an exchange of ideas and knowledge.

Q IT-related newsletters are an increasingly important resource for many busy executives. Will IDG soon make an effort to enter into this market? And if so, how?

A There is a great need for IT-related newsletters particularly for speciality market niches and emerging platforms and/or technology, and IDG is well poised to take advantage of this emerging need. IDG International News Group President David Hill has been charged with the responsibility of looking at these opportunities and, in fact, already has some existing newsletters and a few more in the works.

We also encourage our individual operating unit heads to take advantage of these opportunities as they arise.

Q When creating a new publication like the recently announced *MPC*, what are the challenges in building a staff for a publication that targets a brand new market?

A The launch of any new publication presents some very special challenges even for an existing product and/or platform. Launching one for a new market is even more difficult as there are not normally "natural" potential product champions and experts that come immediately to mind. The selection process therefore becomes much more time consuming and many additional interviews must be held to find the people who are able to grasp the situation and find it exciting and stimulating. You are also faced with the problem of making sure that you find the type of people who can become totally immersed in the new market and will become true missionaries as well as visionaries — not an easy thing for many people.

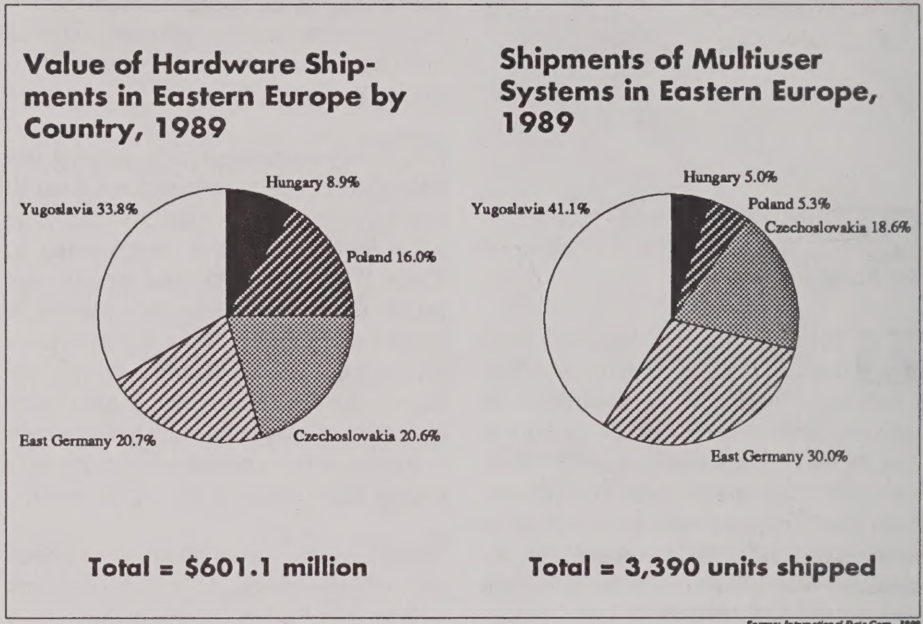
On the positive side there is a tremendous excitement and sense of dedication that is generated when such a group gets together. If properly assembled these groups typically are very successful and will stop at practically nothing to achieve success.

It is indeed one of those great challenges that will be remembered with great fondness by the members of the team. To this day I can almost taste the exhilaration and excitement that was present every day during the early years of *Computerworld* and is something that can never be duplicated.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

IDC Event Targets Eastern European IT Market



Value of Hardware Shipments in Eastern Europe by Country, 1989

Total = $601.1 million

Shipments of Multiuser Systems in Eastern Europe, 1989

Total = 3,390 units shipped

Source: International Data Corp., 1990

"A lot of companies are holding conferences about Eastern Europe, but we're the first to provide detailed market research, gathered by local offices, on those countries."

With those words, **Stefan Schroth**, IDC Germany's marketing director, offered the prime reason why his office expects more than 100 attendees for its first International Conference on the Computer Markets of Eastern Europe. The event will be held October 17-18 in Vienna.

A host of experts will address how Western vendors can evaluate the region's market potential and form the most appropriate business plans to successfully enter the market.

According to IDC, computer market growth rates for the technology-starved economies of Eastern Europe and the Soviet Union are expected to outstrip all other major areas of the world well into the 1990s.

PANEL OF EXPERTS

Speakers include **Steven Frantzen** IDC Germany's manager of Soviet Union/Eastern European Services, and **Zsolt Varkonyi**, managing director of IDC Hungary, who will focus on hardware markets in Czechoslavakia and Hungary; and IDC Poland Managing Director **Tomas Sandomierski** and **Boris Antoniuk**, general manager of IDG's partner in the Soviet Union, ICE, who will address the same topic for their countries. IDC Germany Managing Director **Manfred Frey** will provide an introduction and summary the first day, with his counterpart at IDC Austria, **Alexander Loisel**, taking over that role on day two.

Also on the agenda are noted industry expert Esther Dyson and corporate and government representatives whose topics include "Current Status on International Export Controls," "Innovation in Finance—New Scenarios for Eastern Europe," and "Media: Communication in Eastern Europe."

IDC is well-positioned to provide comprehensive coverage of the region's markets through its Eastern European Research Network, composed of IDC offices in Germany, Czechoslovakia, Hungary, Poland and the Soviet Union. IDC offers clients both Eastern European and Soviet Union planning services that provide market data and trend analysis for multiuser systems and personal computers.

Earlier this year, IDC began the Eastern European Market Entry and Support Program, which is coordinated by IDC Germany. This special form of custom consulting is designed to help clients who want to form partnerships, undertake joint ventures, or simply make contacts in eastern European companies. The program offers high-level contacts and introductions to vendors, distributors, users and government ministries, as well as comprehensive background information on those contacts compiled by local IDC offices.

IDC Germany invites IDG colleagues around the world to attend the conference. For registration information or more details about Eastern Europe programs, contact IDC Germany at telephone 49-6173-70980, fax 49-6173-7098-30.

Email Offers Worldwide Address Listing

Key contact names and addresses for every IDG division can now be found on IDG's electronic mail system, BusinessTalk.

A separate icon titled "Address List" has been created on the bulletin board's main menu. Anyone with access to the E-mail system can view this list, which is divided into seven categories that encompass all of IDG's publishing, research and exposition operations.

However, the only person authorized to update the list is Administrative Assistant Amy Silberman, who works at IDG's Boston headquarters. Anyone who has changes should send them to her by the end of the month for listing on the first of the next month. Silberman can be reached at telephone 617-534-1208, or E-mail A.Silberman.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK September 23, 1991

*The **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

MANAGING EDITOR (PCW)

Candidate will establish, maintain and improve the editorial tracking system and assure the timely progress of high quality articles and collateral materials from assignment/commission to final production. Responsible for staff management so as to achieve the overall goals of the department. At least 7 years experience in publishing required, including at least 1 as section manager and 2+ as managing editor. Strong language, communication, and problem solving skills are a must. Qualified candidate must possess the ability to evaluate staff performance and to confront and resolve recurrent performance problems.

ASSOCIATE EDITOR (PCW)

Responsible for developing editorial copy and supervising assistant editors and editorial assistants. Must possess a working knowledge of the IBM computer industry and product review methodology. Qualified candidates will have the ability to write, assign, and edit lively consumer-oriented articles about PC products and applications. At least 3 years magazine staff editing experience and thorough technical understanding of at least 2 PC product areas required.

ADMINISTRATIVE ASSISTANT (IMI/CWPI)

Responsible for supporting the IMI Account Manager and CW Recruitment Ad District Manager in all administrative facets of ad sales including clerical, office and customer service support. Proficiency with MAC and IBM word processing software required.

ASSISTANT CHIEF COPY EDITOR (CWPI)

Candidate will be responsible for creating ComputerWorld's weekly editorial, shipping schedule and production chart. The position also requires working along with the copy chief to delegate responsibility to seven copy editors, acting as prime liaison with graphic, technical, news and production departments. Responsible for tracking all editorial pages through production to ensure a smooth sign-off.

RECEPTIONIST (CWPI)

Responsible for handling a heavy flow of incoming calls as well as providing clerical support. Strong telephone etiquette as well as superior organizational and grammar skills required.

SPECIAL PRODUCTS MANAGER (IDG/P)

Candidate will manage the Special Products Fulfillment Group responsible for servicing various publications' ancillary products and subscriptions. Customer service understanding along with strong technical computer skills in DBase and Lotus 1-2-3 required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette (508)872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMP GPI/SWP	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (415)572-7341

Job Opportunities □ *Revised: September 23, 1991*

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Financial Analyst	Finance Dept., Boston, MA	S. Perry	(508)935-4407
IDG	Part Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Employee Relations Rep.	HRSD, Framingham, MA	E. Bocko	(508)935-4534
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	HRIS Administrator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part Time H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Promotion Coordinator	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Director of Publishing Operations	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Part Time Accountant	*CBP*, Wakefield, MA	E. Bocko	(508)935-4534
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
TISC	Copy Editor	Framingham, MA	P. Doggart	(508)935-4379
TISC	V.P. Sales and Marketing	Framingham, MA	P. Doggart	(508)935-4379
TISC	Sr. Analyst/PC's & Workstations	Framingham, MA	P. Doggart	(508)935-4379
IFW	Advertising/Production Coord.	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld*, Menlo Park, CA	C. Neumann	(415)572-7341
IDG/B	Office Coord./Asst. to President	San Mateo, CA	C. Neumann	(415)572-7341
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/MPC	Administrative Assistant	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW/MPC	National Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/MPC	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/MPC	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/MPC	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Managing Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)978-1776
PCW	Associate Editor	*PC World*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Sr. Features Editor	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI/CW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)833-3905
IMI	Asst. to National Advertising Dir.	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
MAC	International Sales Associate	*MacWorld*, San Francisco, CA	S. Dolan	(415)978-3160
SWP	Sales Assistant	*SunWorld*, Totowa, NJ	F. Genovese	(201)785-3177
SWP	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Managing Editor	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
CWPI	Assistant Chief Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0070
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TWP	Technical Director	Peterborough, NH	L. Legasse	(603)924-9384
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*GamePro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200
GPI	Publisher's Assistant	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

Noteworthy !

NEW APPOINTMENTS

Peter Chiu joins the InfoWorld Test Center as test technician II. He will be responsible for the performance evaluation of database management systems running in PC LANs. Prior to joining International Data Group, Chiu was a technical support engineer for Northern Telecom providing technical support to international customers. Chiu has an M.S. in computer science from North Carolina State University and enjoys tennis, reading and traveling in his spare time.

■ ■ ■

Technology Investment Strategies Corp. has appointed **Geoff Tanham** as regional sales manager responsible for sales in the midwest territory. Tanham was previously vice president of sales at Alexander Proudfoot Co. overseeing the sales of consulting services for the midwest. Tanham graduated from the University of California at Berkeley and enjoys tennis, running, reading, theater and art.

■ ■ ■

Edna Cufford joins *Network World* as circulation assistant. Cufford was previously with Hunneman Co./Caldwell Banker as a residential real estate agent. Presently, she is enrolled at Northeastern University and lists gardening, biking, reading and needlework among her interests.

■ ■ ■

Barbara J. (B.J.) **Mitchel** comes to Integrated Media, Inc. from a sales post at *Parents* magazine. Under the IMI umbrella, Mitchel will be based in the Chicago regional office and work as advertising sales representative responsible for *Publish*'s midwest territory. A graduate of the University of Texas, she received a B.S. in communications.

■ ■ ■

Karen Buckley joins Information Strategies Corp. as account executive responsible for federal sales. Buckley comes from Candle Corp. where she was a federal national account manager in charge of sales to the Air Force, Justice Department, Defense Logistics Agency and the Department of Labor. Buckley has a B.S. in management of information systems from the University of Maryland. She enjoys tennis and ballet in her spare time.

■ ■ ■

InfoWorld has appointed **Ian Ross** as regional sales manager for the mid-Atlantic and central territories. Previously, Ross was with PennWell Publishing as a regional manager in charge of the mid-Atlantic and central territories for four publications. He attended Buffalo State College and received a B.A. in journalism with a minor in business and marketing.

■ ■ ■

Harry Versen joins *SunWorld* as national sales manager in charge of sales and marketing. Versen was previously with *InfoWorld* as eastern advertising director in charge of the eastern and midwest territories. A graduate of the University of Tampa, Versen received a B.S. in both business and criminology. In his spare time he enjoys golf and biking.

■ ■ ■

Deb Capone brings 13 years of experience in advertising sales and sales management with technology publications to her new position as *FCW*'s eastern regional manager. She will be responsible for the newly formed region of Maryland, Virginia and Washington, D.C. Formerly with *VLSI Design* and *LAN Technology*, Capone also brings an added understanding of these high-growth publications to enhance *FCW*'s anticipated sales growth.

■ ■ ■

David Smith joins IDC as research director of systems and software. Previously, Smith was with Digital Equipment Corp. as a competitive analysis manager in charge of UNIX software competitive analysis. Smith received an M.S. in computer engineering from Boston University and a B.A. in applied math at Clark University.

Smith World Update

■ ■ ■

David Ball joins *PC World* as subscription director. In his new role, Ball will oversee subscription sales for *PC World*. Ball was previously with *Forbes* magazine as associate circulation director in charge of budgeting, direct mail and fulfillment. He has a B.A. in urban studies from Brown University and a diploma in magazine publishing from N.Y.U. He enjoys cooking, motorcycles and the stock market.

■ ■ ■

Sabrina Chummun joins IDG France as *Distributique*'s editorial assistant. One of Chummun's main responsibilities will be to organize press conference schedules. Chummun is very fond of American movies and enjoys tap dance.

■ ■ ■

Two new faces take the helm at the IDG France reception desk, **Kateline Renaudin** and **Valérie Richard** will coordinate incoming and outgoing mail for couriers as well as perform other secretarial duties. Richard lists riding and traveling among her favorite pastimes, while Renaudin enjoys swimming, reading suspense novels and traveling.

■ ■ ■

Laurence Carton joins the IDG France team as *InfoPC*'s advertising assistant in charge of the administration and technical follow up of advertising. In his spare time, Carton enjoys riding, hang gliding, diving, graphic design and detective novels.

Calendar 1 2 3

- **OCTOBER 8-10**
  Macworld Expo/Toronto
  Better Living Centre
  Toronto, Canada

- **OCTOBER 15-18**
  CD-ROM Expo
  Washington Hilton
  Washington, D.C.

- **OCTOBER 21-25**
  Comdex
  Las Vegas, NV

- **OCTOBER 23-27**
  Hi-Tech/Ankara
  Ankara, Turkey

- **OCTOBER 29-31**
  Macworld Expo/Asia
  Hong Kong Convention
  & Exhibition Centre
  Hong Kong

- **OCTOBER 30-NOVEMBER 1**
  Macworld Expo/Auckland
  Ellerslie Function Centre
  Auckland, New Zealand

- **NOVEMBER 7-9**
  Macworld Expo/Sydney
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **NOVEMBER 26-28**
  Macworld Expo/Asia
  Hong Kong

- **NOVEMBER 26-29**
  Macworld Expo/Austria
  Vienna, Austria

- **DECEMBER 5-7**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, Korea

Finland Boosts Circulation and Marketshare with New Agreement

IDG's publishing partner in Finland, OY Talentum Ab, recently signed an agreement with the Finnish Information Processing Association (FIPA) that will not only increase the company's share of the market, but will also guarantee that by the start of the new year, *MikroPC* will have the highest circulation in the country.

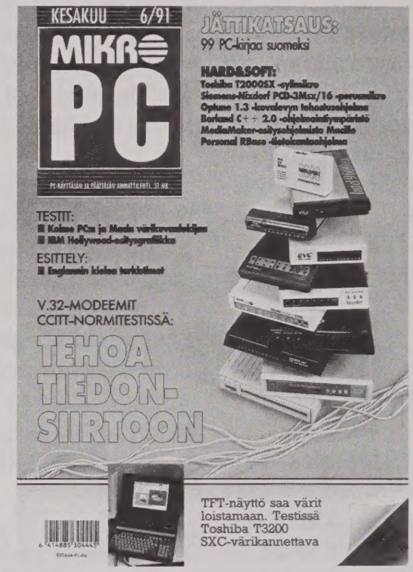
With recent figures reportedly forecasting 110,000 units being sold in Finland's growing micro computer field market, General Manager **Timo Tolsa**, Managing Director **Timo Saini** and Director **Ulla Takala** devised a strategy to ensure that their electronic data processing publications would continue to attract the most qualified, professional readers in Finland's growing microcomputer industry. Their idea resulted in the FIPA agreement.

FIPA, in existence for 40 years, has approximately 22,000 members, many of whom work for prominent companies in the Finnish IT market.

As part of the agreement, FIPA members will automatically receive *Tietoviikko*, voted the most important weekly newspaper by FIPA, as well as their choice of one of Talentum's two DP publications, either *MikroPC* or *Tietoverkko*.

Staff members at OY Talentum Ab believe that the circulation for *MikroPC* will jump to 28,000-29,000 copies with this new agreement, placing it ahead of its competition by 6,500.

MikroPC sells 80% to 85% of its issues by subscription and 15% to 20% on the newsstand.


KESAKUU 6/91
MIKRO PC
JÄTTIKATSAUS:
99 PC-kirjaa suomeksi
HARD&SOFT:
Toshiba T2000SX -sylimikro
Siemens-Nixdorf PCD-3Msx/16 -perusmikro
Optune 1.3 -kovalevyn tehostusohjelma
Borland C++ 2.0 -ohjelmointiympäristö
MediaMaker-esitysohjelmisto Macille
Personal RBase -tietokantaohjelma
TESTIT:
ESITTELY:
V.32-MODEEMIT
CCITT-NORMITESTISSÄ:
TEHOA TIEDON-SIIRTOON
TFT-näyttö saa värit loistamaan. Testissä Toshiba T3200 SXC-värikannettava

Change of Address

Effective September 16, *InfoWorld* has moved from Menlo Park to San Mateo. The new address and phone numbers are:

InfoWorld
155 Bovet Road
Suite 800
San Mateo, CA 94402
Tel: 415-572-7341
800-227-8365
Fax: 415-358-1269

IDG Books Worldwide, which is located in the same building, has relocated from Suite 730 to Suite 610.

Two *CW* Employees Celebrate Decade of Service

photos by World Update

IDG Chairman Pat McGovern dined with Patricia Keefe (L) and Maureen Sullivan-Falzone earlier this month.

Patricia Keefe began her IDG tenure as a copy editor for *Computerworld* in 1981. She moved to *Micro Marketworld* in 1984 as associate editor and later served as senior writer focusing on AT&T systems and communications. In January 1987, Keefe returned to *Computerworld* as senior editor for networking. Since July 1989 she has been senior editor for the PCs and Workstations section.

Keefe studied Russian and journalism at Michigan State University and communications and marketing at the University of Massachusetts/Amherst. A "news junkie," she follows international politics and enjoys music, art and outdoor activities.

Maureen Sullivan-Falzone joined *Computerworld* as a secretary in the classified advertising department in 1981.

She was later promoted to classified production assistant, and in January 1990, became computer careers coordinator. Eleven months later, she was promoted again to the position of assistant recruitment coordinator.

Sullivan-Falzone attended the Burdett Business School of Boston and received a degree in business administration. She currently resides in Ashland, Mass., with her husband, Pat, and 18-month-old son, Michael. In her spare time, Sullivan-Falzone enjoys dancing and sports.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHT YEARS

John Gallant - *Network World*

SIX YEARS

Nicanor Perez y Vega - IDG Venezuela

FIVE YEARS

Janet Glynn - IDG

FOUR YEARS

Gary Beach - CW Publishing
Roberta Furger - *PC World*
Claire Leroy - *Le Monde Informatique*
Sylvia Morgan - IDC U.K.

THREE YEARS

Bill Perry - *Network World*
Joyce Chutchian - CW Publishing
Luis Camus - *Macworld*
Annike Beetsma - IDG Sweden
Tomas Ekengren - IDG Sweden
Peter Gremlin - IDG Sweden

TWO YEARS

Loretta Dufresne - IDG
Asle Reium - IDG Norway
Henrik Diamant - IDG Sweden
Fredrik Landergren - IDG Sweden
Drasko Markovic - IDG Sweden
Peter Sundell - IDG Sweden

ONE YEAR

Kim Powell - IDG
Frédéric Pelloud - *Le Monde Informatique*
Ng Wai Man - *Asia CW*/Hong Kong
Colleen Beattie - IDG Australia
Ahrvid Engholm - IDG Sweden
Mikael Lagerwall - IDG Sweden
Kristina Nilsson - IDG Sweden
Thomas Roos - IDG Sweden
Sara Sjöberg - IDG Sweden
Seth Traub - IDC
Jill Bell - IDC Canada
Paulette Cruz - ITI
Michael Washkowitz - ITI

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Francie Mendelsohn will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

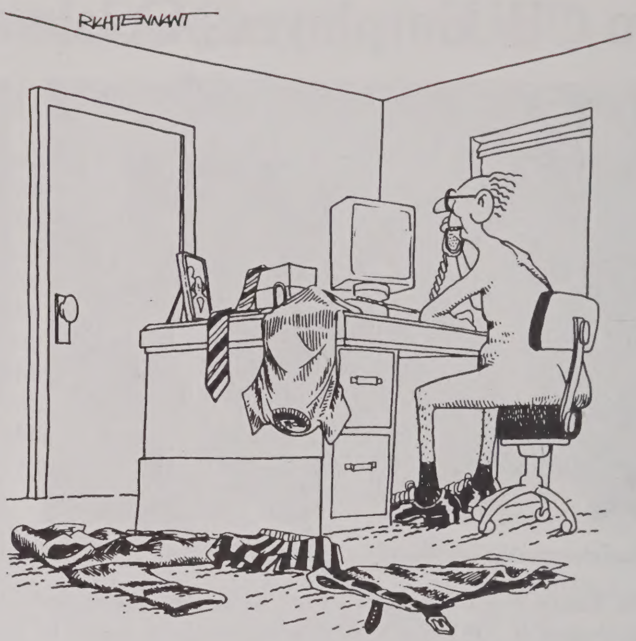
"Hello, Frank...How's the air conditioning coming?"
- Paul Mercer, CW Publishing

Mr. Brown misunderstood his supervisor's instructions to try the new stripped down version of OS/2.
- Jeff Pennett, *Network World*

"You win, Mildred. Your full house beats my three aces."
- Dee Clark, IDC

"My opinion of the new software? Well, I wouldn't say that it knocks my socks off!"
- Wendy Weinstein, IDC

"I told him I'd give the shirt off my back to land his account. He said that wasn't good enough."
- Vic Kline, *InfoWorld*



"You installed video teleconferencing WHEN??"
- Francie Mendelsohn, Information Strategies Group

"Yes, this is the X-Windows help desk."
- Eric Kestler, Information Strategies Group

"McGovern's here?"
- John Sieling, *GamePro*

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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Computers From East/West Foundation Play Critical Role
- PAGE 2

Country-by-Country Profiles of European Publishing Operations
- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 39

SEPTEMBER 30, 1991

Managers Reign in Spain

How to seize opportunities in difficult economic times was the main theme when IDG managers from 14 European countries gathered in Barcelona, Spain, last week for their regular fall meeting.

Managers reported on local economies that range from flat to deeply recessionary. They repeated themes of focusing on customer service, controlling expenses and looking for opportunities to take advantage of the weakened competition.

Each manager was asked to briefly review the competitive situation for the group. A theme that repeatedly emerged was the large sums of money Ziff is spending to penetrate various European markets. The consensus was that the heavy spending to buy market share is not producing the expected results for Ziff, and most IDG publications continue to dominate their markets.

IDG Chairman **Pat McGovern** described IDG's global growth strategy and the steady progress being made in publications, shows, research and training. He also reviewed IDG's Market Access Program in the U.S., which aims to make it easy for clients to buy the whole range of IDG products and services in the U.S and globally.

President **Walter Boyd**, who chaired the managers' meeting, introduced new IDG Vice Chairman **Bob Farmer** and several members of the IDG board of directors who attended.

World Update

Vitezslav Jelinek and Vladimir Tichy (Czechoslovakia) and Wieslaw Migut (Poland) look at IDG's new Market Access Program brochure.

A major focus of the managers' roundtable discussions was the environment for computer shopper-type publications in European markets. The managers agreed that the mail-order channel in most European countries is far less developed than in the U. S., though some managers plan to test shopper programs in FY92.

Other presentations at the meeting included plans for International Marketing Services by IMS President **Dick Soule** and IDG International News Group President **David Hill**'s reports on the IDG News Service, the *LOTUS* magazine licensing program and IDG Books.

Macworld Holds Product Line Meetings

The last in IDG's year-long series of Product Line Meetings was held last week in Barcelona. Macworld President **Jim Martin** brought 17 members of his San Francisco team to address every aspect of the *Macworld* product.

IDG Chairman **Pat McGovern** opened the meeting by hailing the success of *Macworld* in developing the highest market penetration of any IT publication in the world. Some two million people around the globe read *Macworld*, representing 40% of the Mac's installed base.

More than 40 staff members from IDG companies around Europe attended the meetings.

The first day featured assessments of Apple Computer by Editor **Jerry Borrell** and other IDG staff from around Europe. Topics covered by visiting *Macworld* staff members included marketing, positioning, editorial, circulation and advertising.

The second day focused on the international editions. *Macworld* now has ISDN links to Tokyo and Paris to deliver full-color graphics and copy from *Macworld* U.S. quickly and efficiently to *Macworlds* in Europe and Asia. Representatives from *Macworld* in Europe and Japan were also on hand to give quick profiles of their products and markets.

Video Game Characters and *GamePro* Come Alive on TV

Video game enthusiasts across the U. S. tuned into their television sets last weekend to watch the debut of *GamePro*'s TV show on September 28.

The 30-minute series, GAMEPRO, is modeled after the magazine's format and includes video game reviews, news and game strategies.

"We are very excited about the many opportunities presented by a television project of this scope," said *GamePro* President **Patrick Ferrell.** "We have been working toward this goal for nearly two years, and we feel extremely confident in both our partners and our product. Television will be the medium by which we can continue to publicize the best in the video game arena to a much broader audience."

Francis Mao

"GAMEPRO will have a natural appeal for our regular readers," said Publisher John Rousseau, "but our goal is to capture the interest of other video gamers nationwide and convert them to *GamePro* subscribers."

IMMEDIATE INTEREST

The show aired in more than 120 of the nation's top television markets, representing 85% of the country. According to Marketing Manager **Debra Vernon**, it's very unusual for a new program to clear that many markets so quickly. GAMEPRO made such a positive impression on television affiliates at the National Association of Television Producers and Executives conference last January that a large number of them immediately decided to schedule the show.

Participating stations include WBZ/Boston, WABC/New York, KABC/Los Angeles, KGO/San Francisco and WGBO/Chicago. Samuel Goldwyn Television, the distributor, estimates that the number of households tuned in could total three million, with an audience of seven-and-a-half million.

GamePro's editorial staff is responsible for the show's cutting-edge contents, which covers the hottest video games, accessories and hardware on the market. Its design team, led by Creative Director **Michael Kavish**, has teamed up with Pye/Jaffe Productions, GAMEPRO's developer, to create the same sizzling, high-tech graphics that appear in the magazine. The first 13 shows have already been produced.

One of the highlights of the first show was a segment about the long-awaited 16-bit Super Nintendo Entertainment System (Super NES). The product, which debuted in Japan last year, features hundreds more colors and much more memory than the original system. Nintendo's $25 million marketing campaign to introduce the Super NES to the U.S. market also began in September.

GAMEPRO was designed to be as fast-paced and exciting as the video genre it covers, keeping its viewers involved and interested. By using a special "ultimatte" system, video games are projected larger than life onto the viewer's television screen. This technique enables the young hosts of the show to literally step into a game to help describe its features or demonstrate game tips more fully.

Vernon said that the few existing TV shows based on video games are essentially game shows. No other program offers GAMEPRO's magazine format. "There's nothing else like an 'Entertainment Tonight' for the video industry," she said.

Computers Monitor Coup from Kiev

When the East/West Educational Development Foundation arranged an airlift of computers this past July, the shipment was made in accordance with the foundation's mission: to support democracy, entrepreneurship and freedom of speech in the Soviet Union and Eastern Europe.

However, no one anticipated just what circumstances would exist when the equipment first fulfilled its role.

The foundation, a nonprofit organization created by IDG Chairman Pat McGovern, received 80 laptops from NEC for the airlift this summer. Ten of the computers arrived in August at Harvard University's Project on Economic Reform in the Ukraine (PERU). The machines were barely removed from their boxes in Kiev when news of the coup in Moscow began making headlines around the world. Phone lines into Moscow quickly jammed, preventing voice transmission, but the computer modems remained operational.

Word spread that the PERU office was virtually the only place in Kiev with modems powerful enough to communicate with Moscow and other cities outside the country. For several days, the office was packed with reporters and U.S. State Department officials who were able to stay on top of the fast-paced events by sending and receiving electronic messages.

"Those machines stood up for freedom of speech," said East/West Executive Director Alex Randall.

On line

ASK BILL

Q Given that ESOP is a stock plan, why is our personal vested interest in the plan stated in account total terms instead of typical stock terms such as number of shares owned and value of shares? If the company had a number of bad years could our account total actually decline?

A The ESOP accounts are stated in dollar terms only because most people relate to dollar balances rather than share balances. Anyone who wants to get back to share equivalents can simply divide by the current stock price.

As with any equity investment, poor results over an extended period of time could and usually do result in a writedown of the valuation of the company, which in turn would mean a decline in account balances.

Q How secure is the ESOP? If the company were to go bust, what would happen to the ESOP? Would it be considered a corporate asset that would be liquified to satisfy creditors?

A Current law requires an ESOP to be fully invested in stock of the sponsoring company. If a sponsoring company was to go bankrupt, ESOP participants would participate to the same extent as all other shareholders.

Q How long does the average employee stay at IDG? What is the difference in employee turnover ratios in the U.S. vs. overseas business units?

A The average employee stay at IDG/U.S. is approximately four years. Outside of the U.S. it varies considerably by country but overall the length of stay is higher than the U.S.

The employee turnover percentage in the U.S., excluding transfers and involuntary terminations, is around 12%. It is lower in the overseas units, but again it varies from country to country and is influenced by the fact that employees outside of the U.S. tend to be less mobile than their U.S. counterparts.

Q Have you ever figured out the cost of training an IDG employee? How long does an employee have to stay to make up the investment in training? Have you ever figured out the break even point from the investment in training?

A As most people are aware, training is done on a continuous basis throughout the company by way of IDG-sponsored training programs, outside seminars and courses, training programs within the operating units and on-the-job training.

For new employees with little or no prior experience, the training period can last from three to six months before they start making a meaningful contribution. Beyond the initial training period we encourage people to participate in ongoing training sessions which are relevant to their job function or which will qualify them for advancement. In those situations where we hire people with a good deal of experience, they typically will be up to speed very quickly and need very little training.

The overall return on investment in training, although difficult to determine, can be measured quantitatively by revenues per employee, profit per employee, and return on invested capital. In the qualitative sense we review how many open positions are filled from within, whether skill sets are in place to accommodate internal growth, and make certain our managers openly encourage ongoing training.

Q Would IDG consider offering employees mutual fund options not necessarily for IRA (retirement purposes), but for a savings plan so that they would not incur a sales fee through an outside investment firm?

A A savings plan tied into acquisition of mutual fund shares is not something we would consider at this time. Mutual fund groups such as Fidelity and Vanguard are reluctant to offer these plans unless they are assured a high degree of participation, the reason being the high cost of administration. As an alternative, there are monthly investment plans offered by many of the "no-load" funds which would accomplish the same objective.

Q What is the Executive Committee's process of choosing Fidelity Mutual Fund options for IDG employees? Given that Fidelity Select Health Care was given a superior performance rating in *BusinessWeek*, for example, is there a possibility that IDG will add this or another fund option to its 401K plan?

A IDG presently offers six Fidelity funds. The rationale in selecting these funds was to provide a choice of income (Money Market and Intermediate Bond Funds), growth and income (Growth and Income Fund), high growth (Magellan Fund), and diversified risk (Overseas Fund). I might add that we are limited in the number of funds that can be offered and Fidelity does not offer any of their "Select" funds to 401K participants, so that was not an option.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

European Units Thrive Despite Tough Markets

At every IDG international managers meeting there is an opportunity for the country managers to report on their markets and activities. Here are the latest assessments given by the European managers at meetings last week in Barcelona, Spain.

AUSTRIA

The Austrian economy continues to perform better than most in Europe, perhaps because of its role as a gateway to Eastern Europe. IDG profitability in Austria is at record levels, and staff is looking for new opportunities to exploit the *Computerworld* distribution channels that are now fully developed. There are no plans to launch new magazines, as many of the German publications circulate in the Austrian market. The career center program, operated at Austrian computer shows, will be expanded. It is a very profitable program with margins in the 50% range.

Manfred Weiss, General Manager

BULGARIA

Computerworld Bulgaria is 10 months old and has established a reputation for being the only international IT publication in the market. *PC World Bulgaria* is planned for a March launch. It will initially be published six times per year. *Computerworld* has been publishing 16 pages every two weeks with 30% ads. Two weeks ago the first 24-page issue appeared in conjunction with a local show. *CW Bulgaria* has distribution problems common to Eastern Europe and is developing distribution relationships with computer stores. After 1,000% hyperinflation in February, prices are now rising 10% per month. Next month a *Computerworld* radio show goes on the air.

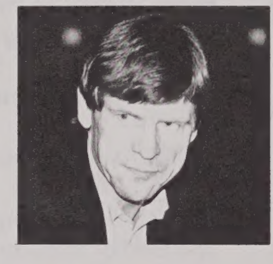
Tatiana Hinova, Managing Director

CZECHOSLOVAKIA

IDG Czechoslovakia is celebrating its first birthday and *Computerworld* still enjoys a 99.9% market share. *PC World* faces competition and resistance from advertisers who want shorter lead times in this environment of rapidly changing pricies. *Elektronika*, a more technical publication, prints 35,000 copies, and the staff is working to convert it to a subscriber publication. The *Computerworld* TV program continues to air weekly and is seen by 2 million viewers. The staff has outgrown its office space and is looking for a new location to rent or buy. That will not be an easy task, since the cost of office space in Prague has soared. IDG Czechoslovakia will have a major presence at a large IT show next month in Brno.

Vladimir Tichy, General Manager

DENMARK



IDG Denmark celebrated its 10th anniversary this fall with a very successful 10th anniversary issue. As part of the festivities, the staff produced a special edition called *IDG World Denmark*, which featured photos of the Denmark staff and an explanation of the global IDG organization. The staff recently produced a PC product guide in just seven weeks that featured more than 4,800 products. Inflation in Denmark is the second lowest in Europe, but domestic demand is low and capital expenditures on new equipment are low as well. IDG Denmark is involved with a consortium of publishers confronting government plans to privatize the postal service. It is expected such a change would lead to huge postal rate increases that would put many publishers out of business.

Preben Engell, Managing Director

FRANCE

Though IDG France is slightly off plan financially due to difficult economic times, the company has stayed close to customers and increased market share from 27% to 30%. *Le Monde Informatique* has begun to publish test results and is aiming to fill the *InfoWorld* role as well as the *Computerworld* role in France. *Telecoms International* has been renamed *Telecoms Networks International* to more accurately reflect its coverage. *InfoPC* remains the number one PC monthly in France, both in advertising and newsstand sales. *Golden*, the French *Macworld*, launched two weeks ago and sold 30,000 copies of its first issue. The French economy is struggling with the rest of Europe, with

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK September 30, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

PART-TIME ADMINISTRATIVE ASSISTANT (IDC)
Candidate will maintain the client tracking system, client files, and files containing department/distribution research. Responsibilities also include processing all mailing labels, supporting staff with general administrative duties (faxing, copying, mailing, and light typing) and booking all travel reservations for the department. Additionally, interfacing with the sales force for new clients by sending welcome kits is also required.

RESEARCH ASSISTANT (IFW)
Candidate will assist the Director of Research in compiling all company research projects. Responsibilities include working with outside vendors, telemarketing, mail and focus groups, and acting as interdepartmental liaison to coordinate all in-house research. Qualified candidate must possess excellent organizational and analytical skills, as well as good project planning and execution. 1 to 3 years experience with PC products or publication research required.

TRAINING COORDINATOR (IFW/PCW/MAC)
Candidate will handle the database administration of all enrollment forms for the West Coast Training Program which serves InfoWorld, PC World and MacWorld. Responsible for all correspondence regarding the program and for the coordination of training facilities with the instructors. Qualified candidate must be extremely organized and very customer service oriented. IBM/PC literacy required.

ASSISTANT EDITOR (A) (PCW)
Candidate will ensure and provide accurate and diverse news that will assist PC World readers as they plan, buy and use computer technology. Must communicate with editorial staff and inform them of product developments that could impact coverage plans in other sections. A Bachelor's degree and 2 years experience as a daily news reporter or wire service editor required. Candidate must be able to handle multiple tasks and work under deadline pressure. A strong knowledge of the PC industry, market and technology including contacts is required.

COPY EDITOR (CWPI)
Responsible for editing, proofreading, and writing headlines. Candidate will coordinate layout of news pages and handle complete page production.

MAIL CLERK (CWPI)
Candidate will be responsible for processing and delivering mail and supplies, picking up mail from Post Office, and making warehouse runs. Position also includes organization of inventories and a wide range of other miscellaneous duties. Qualified candidate must possess a valid drivers license with an excellent driving record.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette (508)872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMP GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/SWP	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (415)312-0701

Job Opportunities

Revised: September 30, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Financial Analyst	Finance Dept., Boston, MA	S. Perry	(508)935-4407
IDG	Part Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Employee Relations Rep.	HRSD, Framingham, MA	E. Bocko	(508)935-4534
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Part Time H.R. Consultant	Bay Area, CA	M. Stephens	(508)935-4568
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Promotion Coordinator	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Director of Publishing Operations	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Part Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Part Time Accountant	*CBP*, Wakefield, MA	E. Bocko	(508)935-4534
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
CIO	Western Regional Ad Sales Dir.	*CIO*, San Francisco, CA	B. Block	(508)935-4735
CIO	Design Associate	*CIO*, Framingham, MA	D. Bernardi	(508)935-4361
IFW	Research Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Training Coordinator	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Advertising/Production Coord.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/MPC	Administrative Assistant	*PC World*, San Francisco, CA	T. Ohara	(415)978-3204
PCW/MPC	National Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/MPC	Eastern Sales Manager	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/MPC	Executive Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW/MPC	Senior Editor	*PC World*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	R. Glitman	(415)978-3195
PCW	Managing Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)978-1776
PCW	Associate Editor	*PC World*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Sr. Features Editor	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Assistant Editor (A)	*PC World*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PC World*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI/CW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)833-3905
IMI	Asst. News Editor	*Publish*, San Francisco, CA	J. Martin	(415)978-3297
SWP	Sales Assistant	*SunWorld*, Totowa, NJ	F. Genovese	(201)785-3177
SWP	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Mail Clerk	*CWPI*, Framingham, MA	R. Ciliberto	(508)879-0700
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TWP	Technical Director	Peterborough, NH	L. Legasse	(603)924-9384
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Manufacturing Manager	*GamePro*, Redwood City, CA	M. Kavish	(415)363-5200
GPI	Technical Assistant	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

political uncertainty further confusing the market.

Francois Chaussonniere, General Manager

GERMANY

The economic outlook is mixed, with great problems and great opportunities offered by the incorporation of East Germany. Revenues at *PC Woche* are up 21% despite the arrival of Ziff's *PC Professional* in the market. *Computerwoche* is behind plan due to a decline in recruitment advertising because of the weak economy and job market. Outsourcing and downsizing are commonly heard words in Germany, and it is unclear what these will mean for the German IT industry. *PC Welt* has increased advertising 21% and circulation more than 100%. *PC Welt* was the only German publication that continued to grow in the face of Ziff's entry into the market. *Macworld* has captured the number 2 spot in the market and is gaining. *UnixWorld* will go monthly in the new year and *LOTUS* magazine will launch in March.

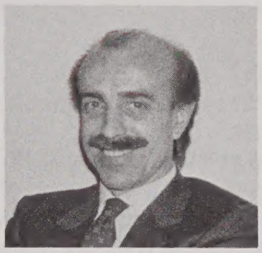
Eckhard Utpadel, General Manager (pictured), **Burkhard P. Bierschenck** and **Peter Rauchfuss**, Publishers

HUNGARY

The Hungarian economy is doing better than expected, but the negative side of low inflation is that it is hard to raise prices. During the transition from a joint venture to a wholly-owned subsidiary, *Computerworld* lost the market lead, but the staff expects to regain dominance by the end of 1992. A sample issue of *PC World Hungary* will appear in December, and the magazine will begin regular publication in March. IDG Hungary plans to launch several newsletters, including at least one via fax to overcome postal delivery difficulties. The telecommunications market in Hungary is projected to be 11 times the size of the PC market, and *Computerworld* is responding with a new networking section. The staff is also looking at opportunities to sell books and produce a TV show.

Istvan Biro, General Manager

ITALY



Reorganization and transformation of IDG Italy began in May. In June, a major presentation was made to the IT industry, and in July, meetings were held with all major clients. The IDG team is working closely with IDC to enhance the editorial content of the publications. As a result, *Computerworld* is producing much deeper analysis for its readers. The Italian IT market is growing at about 10%, but ad spending is increasing only 7% overall and only 4% in the trade press. Yet *Computerworld* has increased revenues 40% with higher prices that are supported by the recognized high quality of its editorial content. *PC World* ad pages are up 100% from a year ago, and the publication is the clear market leader. *Macworld* has increased revenues 300%. Total ad revenues are up 250%, and IDG Italy expects to double its profits in 1992.

Brunello Bossi, General Manager

NORWAY

The Norwegian economy and IT industry are in poor condition, but as the market leader IDG Norway is far outperforming the market. Later this month, *Publishworld* will launch, with five issues planned in the next year. *PC World Express*, a weekly service that provides timely information to subscribers of *PC World*, was launched to block *PC Magazine* and is proving very popular among readers. IDG Norway is launching a joint venture expo company and plans shows in 1992 on Apple, Unix, CAD-CAM and telecommunications. A seminar program produces a seminar each month, and this activity will become part of the new expo division.

Morten Hansen, Managing Director

POLAND

IDG Poland is celebrating its first anniversary and is preparing to take *Computerworld* weekly. *PC World Poland* will launch in January. Challenges in the first year involved hiring qualified staff, obtaining adequate office space and equipment and mastering desktop publishing. The Polish team had to write custom software to handle the Polish language in the desktop publishing system, but *Computerworld* is now produced entirely with DTP. Distribution remains a problem, with small newsstands able to handle only about 150 publications, while more than 1,000 publications have been launched into the Polish market. A deep recession and a 15% government tax on paper have hurt, but the company is positioned to grow with the economy.

Wieslaw Migut, General Manager

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European

- FROM PAGE 5

SPAIN

IDG Spain has invested heavily in *PC World* to defend it from the attack of *PC Magazine*. *PC World Spain* is the strongest publication at IDG Spain and the most successful *PC World* edition in the world. *Macworld Spain* will launch in February in conjunction with Macworld Expo in Barcelona. There are two other Mac publications presently in the Spanish market, but the IDG team is confident it can make *Macworld* the market leader by the end of 1992. Relationships with Apple Spain are excellent. The Spanish economic outlook is uncertain, but as the market leader, IDG Spain expects to do well.

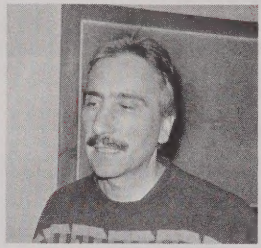
Paco Zabala, Managing Director

SWEDEN

Though the Swedish economy continues in the doldrums with the rest of Europe, IDG Sweden continues to experience steady growth. In difficult times IT companies come more to the trade press, convinced that they get more for their money from the publications of IDG. IDG Sweden has a full stable of publications, and no new launches are planned in 1992. *Maxidata* will be converted to a shopper with a circulation of 40,000. PC World and Macworld Expos are planned for April and May 1992.

Bengt Marnfeldt, General Manager

SWITZERLAND



The Swiss economy is in the unprecedented position of having experienced negative growth for three consecutive quarters. Inflation is the second highest in Western Europe. The IT market has retreated to 1986 levels. However, IDG dominates the Swiss market and aims to take advantage of the opportunity. The 1992 strategy is to hold the line on ad rates and work with customers to help them during difficult times. A slow recovery is expected to begin next spring. Macworld Expo is planned for fall of 1992 to complement *Macworld Schweiz*. The two existing Swiss PC monthly publications have closed, leaving a possible opportunity for the launch of *Swiss PC World*.

Gebhard Osterwalder, General Manager

UNITED KINGDOM

The U.K. remains in the worst recession since World War II with little sign of recovery. The recruitment ad market has declined by 50%, and display advertising is down sharply as well. IDG U.K. is in the midst of a complete restructuring of its product offerings. *PC Business World* was closed in August. *Macworld* is being relaunched in November, and its subscription base has increased 300%. A major promotional campaign is planned for *LOTUS* magazine. The largest amount of effort is going into plans for the launch of *Computerworld U.K.* in 1992. The computer buying process is being thoroughly researched, and those in the IT industry are being asked specifically what kind of information they need.

Terry Chellew, General Manager

IDG Managers propose a toast to conclude the 1991 series of European Managers Meetings. Many of the managers will meet again at the Worldwide Managers Meeting in Laguna Niguel, California, November 13-16. (L-R) Vitezslav Jelinek, Vladimir Tichy, Gebhard Osterwalder, Eckhard Utpadel and Wieslaw Migut.

All photos by IDG World Update

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third and fourth week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS

Jane Creighton - IDG
Steve Woit - CW Publishing

EIGHT YEARS

Karl Koessel - *PC World*
Suresh Rajon - IDG/C France
Carolyn Thomas - *LOTUS*

SEVEN YEARS

Cheryl Tynan - *Network World*
Cynthia Fitzgerald - *LOTUS*

SIX YEARS

Bill Creonte - CW Publishing
Jim Martin - *Publish*

FIVE YEARS

Philippe Mingori - *LMI*
Sylvie Neuhoff - *Distributique*
Elizabeth Phillips - CW Publishing
Susan Thaxter - CW Publishing

FOUR YEARS

David Hutchins - IDG Australia

THREE YEARS

Amy Striplin - *PC World*
Lyn Taylor - *Macworld*
Liv Strømme - IDG Norway
Walter Miao - LINK Resources
James Humphreys - *LOTUS*
Susan Lusty - *PC World*
Scott Shores - *PC World*
Stacey Simmons - LINK Resources

TWO YEARS

Christina Ölschläger - IDG Germany
Sian Price - IDC U.K.
John St. Martin - CW Publishing

ONE YEAR

Caryn Dlott - CW Publishing
Aude Cottin - *Le Monde Informatique*
François Montel - *Le Monde Informatique*
Teresa Lui - *Asia CW*/Hong Kong
Trent Primose - IDG Australia
Robert Benoit - CW Database Division
KerryAnn Bubluski - CW Database Division
Scott Boileau - CW Database Division
Therese Merrell - World Expo
Sandra Cincotta - World Expo
Chris Kobayashi - CW Publishing
Tom Kiely - *CIO*
Timothy Wilson - *Asia CW*/Hong Kong
Sangeeta Patel - IDC U.K.

Noteworthy !

PROMOTIONS

Macworld has announced the promotion of **Evan Cooper** to assistant editor/new products. In his new role, Cooper will edit the magazine's New Products and Updates sections, as well as the Insights column.

Macworld has also named **Sandy Butler** to a new position as events manager. She will be responsible for organizing Macworld's Technology & Issues Conferences in the U.S., Europe and Asia.

NEW EMPLOYEES

Macworld has named **Galen Gruman** to as associate editor/features. He has been associate editor and news editor at *IEEE Software* since 1985. He has also been a product review board member covering desktop publishing for *InfoWorld* since 1986. Gruman also serves as secretary of the Computer Press Association.

■ ■ ■

Several departments at *PC World* have welcomed new employees recently. **Cynthia Grossman**, the new assistant to the editor-in-chief, was previously self employed as a stress management consultant. She has an undergraduate degree from the University of California/Berkeley and did graduate work in health education at the University of Maryland. Grossman's interests include tap dancing, horseback riding and hiking.

Administrative Assistant **David Salanitro** comes to the production department from Pike/Gentry Architects, where he was a designer. He studied theater arts and interior/graphic design at California State University/Fresno and remains interested in theater set design.

Richard Popko, an admininstrative assistant at PCW Central Services, is a graduate of the film program at San Francisco State University. Previously a screenwriter, he remains involved in film making and music composition outside the office.

New Addresses

IDG Communications
(West Africa) Ltd.
Mars House
Plot 43b, First Avenue
Festac Town
Lagos, Nigeria

Fax/telephone number:
234-1-883-585

However, the mailing address will remain the same:

P.O. Box 71729
Victoria Island
Lagos, Nigeria

■ ■ ■

MPC Magazine
524 Second Street, 2nd Floor
San Francisco, CA 94107

Telephone: 415-281-8650
Fax: 415-281-3915

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Frank Genovese will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

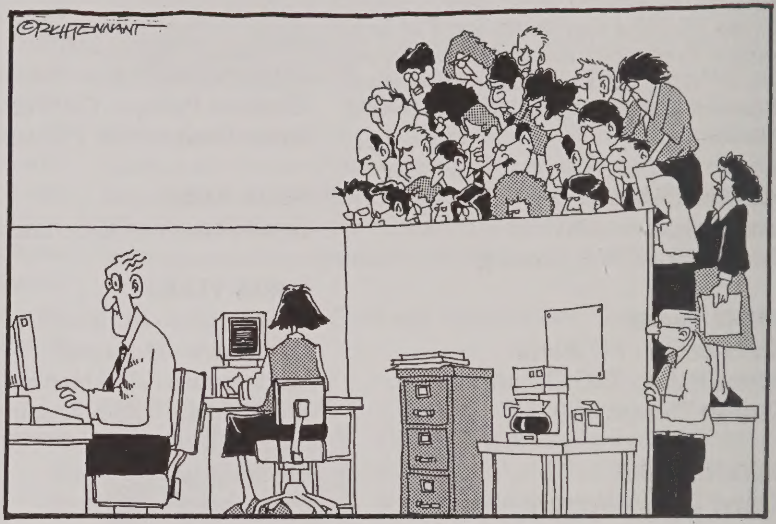
(At Apple headquarters) "I told you sharing office space with IBM as part of this new arrangement would never work out."
- **K.M. Park**, IDC Korea

A sick feeling overcomes Fenwick as he realizes that his co-workers now know who's been writing those anonymous letters to the boss.
- **Alan Farias**, Computerworld Database Division,

As the rest of the office watched, Judy launched Operation Obscene E-mail.
- **Michael Harwayne**, *PC World*

Jeremy had the uneasy feeling that his T-shirt-winning "Off line" captions were the envy of the office.
- **Marc Jeffrey Mikulich**, IDG Books Worldwide

(8:15 a.m.) *Network World* MIS Director Jeff Pennett sets priorities by who needs power the most.
- **Frank Wielki**, *Computerworld*



Bernie sensed unusual tension as he worked on the next round of staff layoffs.

- Frank Genovese, *SunWorld*

A hush falls over the crowd gathered in the computer operating theater as Dr. Unix McDos attempts to perform the very difficult and sometimes fatal "Wordperfecttemplateectomy." His assistant Margo monitors the progress.
- **Matthew Clark**, *PC World*

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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New appointments at A+ Publishing and *MPC* magazine

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Sights and sounds from the IDC European IT Forum in Venice

- PAGE 5

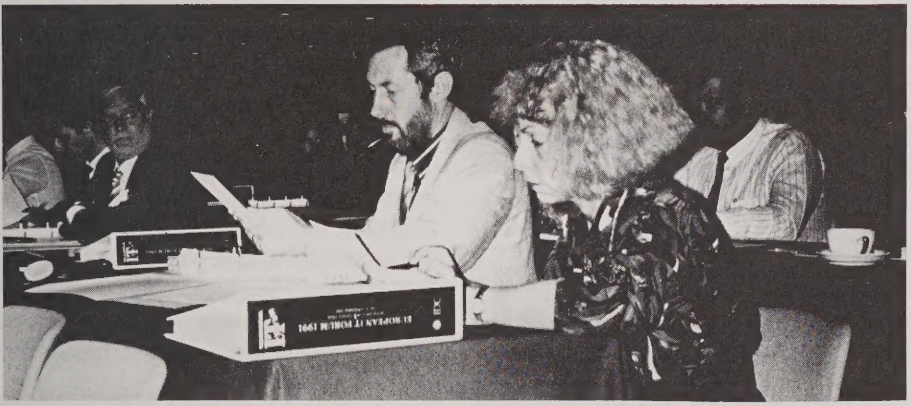
Emerging Technology Applications explores new products

- PAGE 6

IDG World Update

VOLUME 21, NUMBER 40

OCTOBER 7, 1991



Patricia Poupaërt, assistant general manager of IDG France, reviews her conference materials. (More forum photos on page 5.)

IT Forum Debuts in Venice

IDC's European IT Forum in Venice last month was the place to be for vendors and users wanting to hear about the region's latest industry trends and analysis.

More than 200 participants came to the three-day event, which featured a long list of influential members of the European IT community and senior consultants from IDC offices around the world.

With the shift from a proprietary hardware-dominated world to a solution-driven open systems market, long-term global IT strategies are now being defined. The forum provided an opportunity for vendors and users to explore strategic options with fellow senior decision makers.

The forum included a distinguished panel of IT users who talked about how well the industry is listening to and servicing users' needs. In conjunction with this discussion, the results of an exclusive joint IDG/IDC survey, *Evolving European User Needs*, were unveiled.

Jim Beveridge, vice president of research for IDC Europe, said the conference was significant not only for the discussions that took place, but also for what the forum represented for the future. "First, the forum cemented the IDC/IDG relationship in Europe, and second, it reinforced IDG's position as the leading provider of IT information in Europe," Beveridge said. "In addition, we built a strong platform from which the new identity of the European IT industry was projected—and will continue to be projected in future joint conferences."

IDG Unveils IT Buying Patterns Study

IDG recently sponsored the largest independent study ever conducted to examine the dynamics of the purchasing process for information technology products.

Highlights of the survey, *Buying IT in the '90s: The People, Patterns and Products*, were unveiled September 30 in Boston for more than 100 vendors, agency representatives and IDG sales representatives.

Buying IT in the '90s was developed to help vendors understand what kinds of people are involved in the IT buying process, measure their buying patterns and track the products that are in demand.

IDG Chairman **Pat McGovern**'s opening remarks focused on the importance of a company's "corporate electronic nervous system" and IT's role in connecting individuals within departments.

In his introduction, Marketing Services Division President **Kelly Conlin** said that conventional wisdom holds that there are six steps to the buying process:

- determine need
- determine features
- evaluate brands
- determine final specifications

- SEE PAGE 4

Calendar

•OCTOBER 21-25
Comdex
Las Vegas, NV

•OCTOBER 23-27
Hi-Tech/Ankara
Ankara, Turkey

•OCTOBER 29-31
Macworld Expo/Asia
Hong Kong Convention
& Exhibition Centre
Hong Kong

•OCTOBER 30-NOVEMBER 1
Macworld Expo/Auckland
Ellerslie Function Centre
Auckland, New Zealand

•NOVEMBER 7-9
Macworld Expo/Sydney
Darling Harbour Exhibition Centre
Sydney, Australia

•NOVEMBER 13-16
IDG Worldwide Managers Meeting
Lagun Niguel, Calif.

•NOVEMBER 11-15
Macworld Expo/Mexico
Mexico City, Mexico

•NOVEMBER 26-28
Macworld Expo/Asia
Hong Kong

•NOVEMBER 26-29
Macworld Expo/Austria
Vienna, Austria

• DECEMBER 3-4
UNIX Fair '91
Tokyo, Japan

• DECEMBER 5-7
Communication Networks/Korea
Korea Exhibition Center (KOEX)
Seoul, Korea

Boulé Takes Over at A+ Publishing

IDG Chairman **Pat McGovern** has named **Paul Boulé** president and CEO of A+ Publishing, Inc., publishers of *inCider/A+*, *PCGames* and *Cable in the Classroom.*

Boulé has been with IDG since 1983 and served most recently as vice president/group publisher of IDG Communications/Peterborough before the decentralization that led to IDGC/P splitting into TechMedia Publishing, Inc., Business Computing, Inc. and A+ Publishing, Inc.

Publisher of *inCider* since 1987, Boulé was instrumental in the acquisition of *A+* magazine from Ziff-Davis Publishing in March 1989 and the *Apple IIGS Buyer's Guide* from Redgate Communications in July 1990. The resulting publication, *inCider/A+*, is a monthly magazine covering the Apple II and Macintosh home/school market.

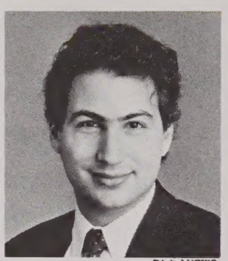
Boulé

IDG Peterborough

As president, Boulé will oversee all facets of the publications' activities, including financial planning and execution, business and strategic planning and management of goals and objectives.

Boulé holds a B.S. in business administration with a concentration in finance from the University of New Hampshire. A resident of Antrim, N.H., he enjoys tennis, golf, fly fishing and other outdoor activities in his spare time.

MPC Taps Epstein as Publisher



Epstein

Digital NEWS

Jonathan Epstein, most recently director of special projects for *Digital NEWS*, has been appointed publisher of IDG's newest West Coast project, *MPC* magazine.

Due to hit newsstands in mid-January, *MPC* will be the industry's only consumer publication totally focused on multimedia personal computing for Intel-based personal computers.

"By bringing together art and computers in a way that's never been done before, multimedia is a technology that will revolutionize the way we work and learn," said Epstein. "With 15 million PCs in U.S. households ready for multimedia upgrades, the need for information on multimedia PC products is exploding.

"Jon has extensive knowledge of the publishing industry and also understands the vast potential that this cutting-edge technology has to help sophisticated home and business computer users work faster, play harder and learn more easily," said **Pat Kenealy**, president and publisher of PC World Communications, Inc. *MPC* will be published under the auspices of the PCW business unit.

Epstein will work with *MPC* Publishing Director **Rich Landry** to manage growth and development of the new publication. Epstein's direct responsibilities include all sales, marketing, research, production and finance activities.

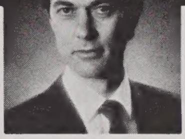
Before joining IDG, Epstein worked as a contributing editor at *Digital Review* and also wrote pieces for numerous trade publications, including, *Digital NEWS* and *Computerworld.* Epstein began his IDG career in 1986 as director of operations for *Digital NEWS*, which he helped launch. Soon after he served as director of research and in 1987 was named southwest sales manager.

Epstein was named western sales manager in 1989, and in 1990 moved back to Boston to oversee the Extras supplement as director of special projects. He was also involved in creating a CD-ROM product at *Digital NEWS* and launching the *Open Systems Report*, a new supplement.

Epstein graduated from Harvard University with a B.A. in physical sciences. A classical bassoonist and pianist, he is particularly excited about the relationship between music and multimedia technologies.

On line

ASK KIRK



From time to time, "On line" features selected guest columnists. This week, IDC President Kirk Campbell takes a turn.

Q How do you view your primary responsibilities as president of IDC?

A As I see it, I have three primary responsibilities as president of IDC. First, to make sure that IDC is offering research products in the marketplace which are of the highest quality and are fully responsive to the needs of our customers. Second, to create a challenging work environment for IDC employees in which new ideas are encouraged and superior performance is rewarded. Third, to make certain that IDC meets its budgeted annual revenue growth and profit targets.

Q In the three months since you've assumed the top spot at IDC, have you charted any new directions or taken steps to strengthen any weak spots?

A We have been working on a number of new directions for IDC which you will see in the new fiscal year. We will launch an entirely new means of delivering research to our clients which will greatly enhance the value of our research for many market analysts and product planners. In addition, IDC will release the results of a major worldwide user spending study which will be a first in the industry.

IDC's U.S. briefing sessions will be substantially different from those offered in previous years with a great deal more content in specific technology areas. This gives you a sneak preview of just some of the new directions which we are working on at IDC.

Q Since your appointment, how many overseas offices have you had the opportunity to visit, and are you in the process of planning any visits in the next eight to 12 months?

A IDC currently has 32 offices outside of the U.S. Twelve of those companies are wholly-owned subsidiaries of IDC and 20 are IDC-affiliated research companies. During the past few months, I have visited 75% of IDC's subsidiary companies, primarily in Europe. I will visit the remaining 25% in the next few months and will visit every IDC-affiliated research company within the next year. By the way, we also have regular European and Asian regional meetings and frequent teleconference calls, so it is easy to stay in touch with each of our research companies around the world.

Q We hear that IDC U.S. has really experienced a turnaround over the last few years and is now a profitable organization. Can you summarize how this was brought about?

A What you hear is correct — IDC U.S. is profitable!! The turnaround is the result of to a great deal of dedication and hard work by every IDC U.S. employee. IDC's sales team has just completed a year in which bookings exceeded target by an incredible amount. (I think even some of them were surprised!) IDC's research analysts are delivering high quality research and providing superior service to our customers. As a result, IDC is taking market share away from its competitors.

A number of changes were put into effect over the past 18 months which helped make the turnaround possible. The initiatives included a renewed emphasis on timeliness of research deliverables, higher prices, implementation of clear management reporting systems, incentives tied directly to bottom line performance and divestment of loss operations. However, complete dedication by our research and sales teams to finding out and satisfying client needs is the fundamental explanation for IDC's success.

Q Are the international operations of IDC turning around in a similar way, and what are the strategies applied there?

A Yes, IDC's international operations are also on a definite turnaround trend. The product strategy for IDC's international companies is to offer the highest quality local research in each country and to provide consistent regional and worldwide research.

Last year we established a pan-Asian research center in Hong Kong that has completed a highly successful first year. We also have established European Expertise Centers covering key research areas in Copenhagen, Frankfurt, London and Paris (depending upon where we have the greatest expertise in a subject). These Expertise Centers offer pan-European research which complements our local (national) research.

We are already seeing the benefits of this coordinated research product strategy. International bookings in the third and fourth quarters of fiscal 1991 were at record levels. As a result, IDC's international operations are well positioned to fulfill client needs and will meet fiscal year 1992 budget targets.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Study

- FROM PAGE 1

- select vendor
- approve purchase

IDG's intent was to rethink the conventional way of looking at the buying process. This was accomplished by tracing actual purchases, rather than relying on an individual's opinion about how products are bought, and by using all of U.S. business as the sample base, rather than one particular market.

IDG's study delves into the area in which there's been the greatest confusion: how equipment gets into a department.

To ensure the study's credibility, IDG used STAT Resources, an independent, Boston-based research and consulting firm, to conduct the study. IDG also asked Big Six accounting firm Coopers & Lybrand to review the study from start to finish to verify its accuracy.

STAT conducted 1,200 telephone interviews this summer with people involved in the IT buying process at more than 1,000 small-, medium-, and large-size companies.

KEY FINDINGS

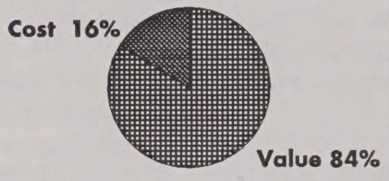
One of the survey's primary outcomes was the identification of key players in the buying process. "The finding was not so much determining their titles, such as 'senior manager' or 'department manager,'" Conlin said, "but the relationships of those individuals and the context of how they play a role in the buying process." The study then extracted those results and looked at how these relationships would affect the marketing process.

Susan Ellerin, president of STAT Resources, presented highlights of the study's findings. By performing a "cluster analysis" on the six steps of the buying process, her firm found that dominant patterns emerged. Those findings showed that eight generally accepted principles about the decisionmaking process did not apply in the way most people have come to believe.

"We found that you can't talk about those six steps as distinct events. They're really blurred and merged, and what happens is that there's multiple influencers," Ellerin said.

Ellerin concluded that since all players have important roles in the buying process—and often one person takes on several roles—vendors should direct their marketing efforts to each decision maker regardless of title. "In addition, the findings show that there's an enormous opportunity for vendors to inspire a sense of need" among those decision makers, she said.

Factors Determining Product Selection



Aaron Goldberg, IDC's senior vice president for desktop computing, wrapped up the morning's presentation with an analysis of where markets will be in the 1990s. He picked up on Ellerin's discussion of buyer/purchaser influences, noting that people are looking for business justifications for acquiring a product, not buying the latest technology just because it's "hot."

The half-day program was the first in a two-week tour that included New York, San Jose and San Francisco, Calif., and Atlanta, with other cities to be visited as well.

Buying IT in the '90s will be available in November. For more information on the study, contact the Marketing Services Division at (617) 534-1200.

Buying Patterns Study Debunks Myths

MYTH #1: One player is responsible for each step of the buying process.
FACT: There are many combinations of purchase patterns—some end-user driven, some department manager-driven, some IS-driven—for a total of six dominant patterns.

MYTH #2: IS is not involved in department purchases.
FACT: IS is a key driver in companies where there are computer professionals.

MYTH #3: End users are not important in large companies.
FACT: End users are influential in companies of all sizes. However, the type of product does affect the pattern: IS is influential in hardware purchases, while end users are more influential in software decisions. Product cost also affects who drives the process. The more expensive, the more likely IS drives the process.

MYTH #4: One player is dominant.
FACT: The purchase influence share depends on the size of the company. All players, however, have significant influence shares.

MYTH #5: IT purchases are budget-dependent.
FACT: IT purchases are often not budgeted.

MYTH #6: Standards lists are product- or feature-driven.
FACT: Standards lists are often brand-driven.

MYTH #7: People purchase the lowest priced products.
FACT: People purchase the best value.

MYTH#8: Large companies don't buy from the direct channel.
FACT: The direct channel is used by all size companies in significant and roughly equal proportions.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK October 7, 1991

*The **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

INTERNATIONAL PROJECTS ASSISTANT (WEC)

Candidate will conduct liaison work with international sales and promotion network and correspond with prospective exhibitors/visitors. Responsibilities also include coordination of promotional material production, projection of accounting and general office duties. Must possess a BS/BA degree, knowledge of MS Word and Lotus 1-2-3. Accounting and typing skills as well as excellent written and oral communication skills a must. Some experience with overseas business environments and familiarity with promotional materials production required.

MANAGER OF ADVERTISING OPERATIONS (NWW)

Will manage the daily operations of three department functions: ROP Advertising, Classified/Recruitment Advertising and Billing/Contract Fulfillment. Candidate must be able to interact with managers, agencies and customers. Must have considerable knowledge of production manufacturing process and costs. Knowledge of Omni and Lotus 1-2-3 required. Qualified candidate will possess excellent communication, organizational and problem solving abilities along with budgeting and troubleshooting skills.

SENIOR BOOK EDITOR (IDG/B)

Responsibilities include acquiring and developing personal computer books as well as managing authors and free lance editors. Senior level editing experience required. Candidate must possess strong editing /writing skills and experience managing editorial projects in a fast-paced environment. Must be familiar with PC hardware and networking subject areas. Previous book experience helpful.

WESTERN ADVERTISING DIRECTOR (PCW)

Will oversee the western advertising sales operation to ensure the completion of regional goals. Candidate will maintain an aggressive level of sales, customer contact and problem-solving leadership in a positive selling environment. Responsible for creating effective sales strategies and establishing aggressive sales targets to maintain magazine growth. Previous advertising sales experience required, preferably in the computer industry. Prior supervisory and/or management experience preferred. Candidate must possess a working knowledge of research and promotional information as well as excellent oral and written communication skills.

EXECUTIVE DIRECTOR (IMI)

Candidate will have broad involvement in all aspects of editorial management including issue planning, editorial production editing/writing. Five or more years in publishing required, including experience as a section editor and manager. Strong language, communication and problem-solving skills a must. Extensive computer industry contacts and knowledge of desktop publishing required.

HUMAN RESOURCES ADMINISTRATIVE ASSISTANT (CWPI)

Responsible for administering benefits programs, employee activities and employee services. Candidate will maintain personnel records, update HR database and conduct new employee orientations. Position blends both independent project work with various administrative functions. Strong verbal and written communication skills along with organization abilities required. PC literacy and 2 years related experience a must. Position requires knowledge of employment, wage and hours laws and general human resources practice.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette (508)872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMP GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: October 7, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Financial Analyst	Finance Dept., Boston, MA	S. Perry	(508)935-4407
IDG	Part Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	International Projects Asst.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Mgr. of Advertising Operations	*NetworkWorld,* Framingham, MA	S. Perry	(508)935-4407
NWW	Promotion Coordinator	*NetworkWorld,* Framingham, MA	S. Perry	(508)935-4407
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Production Assistant	*LOTUS,* Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
IDC	Part Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Part Time Accountant	*CBP,* Wakefield, MA	E. Bocko	(508)935-4534
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
IFW	Advertising/Production Coord.	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
FCW	Circulation Coordinator	*FCW,* Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant Editor	*PC World,* San Francisco, CA	R. Landry	(415)978-3208
PCW/MPC	Administrative Assistant	*PC World,* San Francisco, CA	T. Ohara	(415)978-3204
PCW/MPC	National Sales Manager	*PC World,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW/MPC	Eastern Sales Manager	*PC World,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW/MPC	Executive Editor	*PC World,* San Francisco, CA	R. Landry	(415)978-3208
PCW/MPC	Senior Editor	*PC World,* San Francisco, CA	R. Landry	(415)978-3208
PCW	Western Advertising Director	*PCWorld,* San Francisco, CA	B. Theobald	(415)978-3377
PCW	Assistant Editor (A)	*PC World,* San Francisco, CA	R. Glitman	(415)978-3195
PCW	Associate Editor	*PCWorld,* San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PC World,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PC World,* San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PC World,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Executive Editor	*Publish,* San Francisco, CA	D. Ruby	(415)978-3191
SWP	Design Director	*SunWorld,* San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld,* San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld,* San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld,* San Francisco, CA	J. Barry	(415)267-1727
CWPI	Human Resources Admin. Asst.	*CWPI,* Framingham, MA	L. Nightingale	(508)879-8162
CWPI	Copy Editor	*CWPI,* Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Mail Clerk	*CWPI,* Framingham, MA	R. Ciliberto	(508)879-0700
CWPI	Receptionist	*CWPI,* Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Asst. News Editor	*CWPI,* Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI,* Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TWP	Technical Director	Peterborough, NH	L. Legasse	(603)924-9384
GPI	Circulation Coordinator	*GamePro,* Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Technical Assistant	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro,* Redwood City, CA	J. Rousseau	(415)363-5200

Reporter's Notebook: Eavesdropping at the Forum

IDC Europe's Jim Beveridge brought a bit of his Scottish heritage with him to Italy.

"Japan is the country where the sun rises or sets depending on who is doing the analysis."
- Yugi Ogino, managing director, IDC Japan

"In the 1990s Europe will be the market where companies attack first, bcause if you win the European market, you will the world market."
- Edward O'Hara, director, Unix Research Center, IDC Europe

"As long as there are countries and different languages, we will need country teams to sell there."
- Georges Cassir, director of channels, Digital Europe

"I'm against protectionist policies, even those that are designed to help me. I would rather help myself."
- Peter Bonfield, chairman and chief executive, ICL plc.

"A digital switch has occurred in the minds of MIS directors. They used to think PCs and related products were toys. Now they love them and expect them to do everything."
- Jim Beveridge,vice president, research, IDC Europe

"The issue is increasingly not what hardware and software can do, but what solutions they can provide . . . People are more interested in the uses of the technology than the technology itself."
- Roberto Masiero, president, IDC Europe

"When we set out a short time ago to begin research — counting things — in Eastern Europe, little did we realize we would have trouble counting the number of countries in Eastern Europe."
- Manfred Frey, managing director, IDC Germany

IDC Europe President Robert Masiero talks with customers.

"This was the first conference I've attended where all the big names on the brochure actually turned up!"
- a delegate from Intel

Photos by World Update

Translators were hard at work during the IT Forum. The proceedings were conducted in English, but participants could pick up headphones and listen to simultaneous translations in French, German or Italian.

Emerging Technologies Develops New Products

Emerging Technology Applications (ETA), one of IDG's newest business units, first appeared on the pages of *World Update* in August when the company introduced its first product, the Enterprise Networks MarketScope.

Since then, ETA has begun development of several new CD-ROM products with IDC, LINK Resources and *Computerworld*. In addition, an updated version of Enterprise Networks MarketScope is scheduled for release later this month.

ETA aims to create information power for its clients by leveraging existing information sources through the use of leading-edge technologies.

Paul Earl, founder and president of ETA, is pleased with the company's progress. "Our approach of partnering with specific IDG units to provide higher value to their clients as well as develop new revenue sources will enable us to successfully introduce, measure and sustain significant information products," he said. "The number of product launches in process at this early stage is very encouraging."

The initial release of IDC's CD-ROM product will contain U.S. research from 1990 and 1991, a competitive profile database, a processor database, and a database of multiclient studies. Powerful software containing flexible search, retrieval, display, print and export capabilities will give IDC clients easy access to a comprehensive IDC research library. The product can be used to enhance and support market analysis and planning, strategy formulation, competitive analysis, briefings preparation and more. The first release of IDC's CD-ROM is scheduled for late October.

ETA staff will be demonstrating all available products at the Seybold Conference, CD-ROM Expo and Comdex, with Earl a presenter at both the Seybold Conference and CD-ROM Expo.

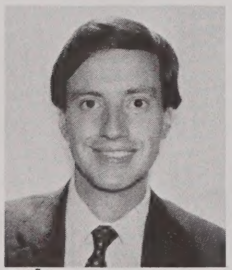
ETA's New Address

Emerging Technology Applications
111 Speen Street
Framingham, MA 01701-9107

Tel: 508-879-0006
Paul Earl's direct line: 508-820-8249
Ann Roskey's direct line: 508-820-8264
Fax: 508-820-4396

Noteworthy!

NEW APPOINTMENTS



Salamon

LINK Resources has announced the appointment of **Simon A. Salamon** to the post of vice president. He will be responsible for developing new business growth areas for LINK to pursue in the electronic services industry.

Salamon's appointment reflects a recognition of the rising interest in technology-based opportunities within the marketing communities. His background in advertising, marketing and marketing research, combined with LINK's in-depth specialization in electronic communications and interactive media will optimize LINK's capabilities in this area.

Most recently, Salamon was director of corporate marketing for Entertainment Marketing Group, where he was in charge of marketing special event scholarship and promotional programs to corporations. He was also director of New Electronic Media for the Interpublic Group of Companies where he developed and coordinated corporate activity on new media technologies for advertising agencies.

Salamon, a graduate of Long Island University, previously worked at LINK as an account director from 1979 - 1981.

■ ■ ■

Mary Bednarek joins IDG Books Worldwide as product development director. She will be responsible for product development and editorial work on IDG books. Prior to joining IDG, Bednarek was with Macmillan Computer Publishing in Carmel, Ind. as product development manager. She received an M.A. in English from the University of Illinois and a B.S. in education from Indiana University. Bednarek enjoys the theater and assisting with and watching her four children's sports and extracurricular activities.

Also new to IDG Books is **Marlene Miller**, who assumes the position of office manager responsible for coordinating all office functions and scheduling meetings and travel arrangements. Formerly, she was assistant to the president at Failure Analysis Associates. Miller received her M.A. in English from Georgetown University after 13 years of night school. A onetime back up singer with the band Chicago, Miller can now be heard on *The Commitments* soundtrack. She enjoys listening to music, reading, *film noir* and traveling.

■ ■ ■

Kirsy Keller joins *InfoWorld*'s finance department as billing coordinator. Previously, she was with Nordstroms as a sales associate. Keller graduated from Virginia Tech with a B.S. in management and enjoys playing tennis and watching old movies.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of October. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Brigitte Schleibinger - IDG Germany
Monika Tenbieg - IDG Germany

THIRTEEN YEARS
Helga Biesel - IDG Germany

TWELVE YEARS
Len Rust - IDC Australia
Roland Schubert - IDG Germany
Eckhard Utpadel - IDG Germany

ELEVEN YEARS
Maria del Carmen Doehler - IDG Germany

TEN YEARS
Rachel Wasser - *InfoWorld*
Karin Giffhorn - IDG Germany
David Brown - TISC

EIGHT YEARS
Beate Kneuse - IDG Germany
Andrea Kirchmeier - IDG Germany

SEVEN YEARS
Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany

SIX YEARS
Heiderose Witte - IDG Germany
Christoph Hammerschmidt - IDG Germany
Alastair James - IDC Australia

FIVE YEARS
Cheryl Podda - IDG Australia
Claudia Basso - *LOTUS*
Sui-Lan Vip-Vignal - IDG France

FOUR YEARS
Stephanie Beach - *InfoWorld*
Rune Antonsen - IDG Norway
Val Landi - Marketing Services Division
Robyn Rineer - *LOTUS*
Pascal Gautier - IDG France
Bernadette Thual - IDG France

THREE YEARS
Michael Hamilton - *InfoWorld*
Bob Kayne - *InfoWorld*
Terrence Jones - IDG
Betsy Buma - IDGHR
Gregory Silva - *PC World*
Manuela Bleimeier - IDG Germany
Janet Keough - IDC
Linda Rich - IDC

TWO YEARS
Tony Real - *InfoWorld*
Vic Kline - *InfoWorld*
Frank Jay - IDG Australia
Gary Rocchio - *Macworld*
Cheryl Rothman - *Network World*
Anne Rosenkranz - *Network World*
Shirley Sweeney - IDG
Hilal Sala - *Publish*
Pasquale Meyer - IDG France
Christoph Witte - IDG Germany
Teresa Bean - IDC U.K.

ONE YEAR
David Coursey - *InfoWorld*
Lisa Mitchell - IDG Australia
Sandra Koenig - *Macworld*
Darien Werfhorst - *Macworld*
Stephen Hindley - CW Database Div.
John Carpenter - CW Database Div.
Scott Searles - CW Database Div.
Donald Tennant - *CW Hong Kong*
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Doris Schulz - IDG Germany
Julie Savage - *Federal Computer Week*
David Chadwick - IDC U.K.
Lynn Oswald - IDC

10th Anniversary Celebrated

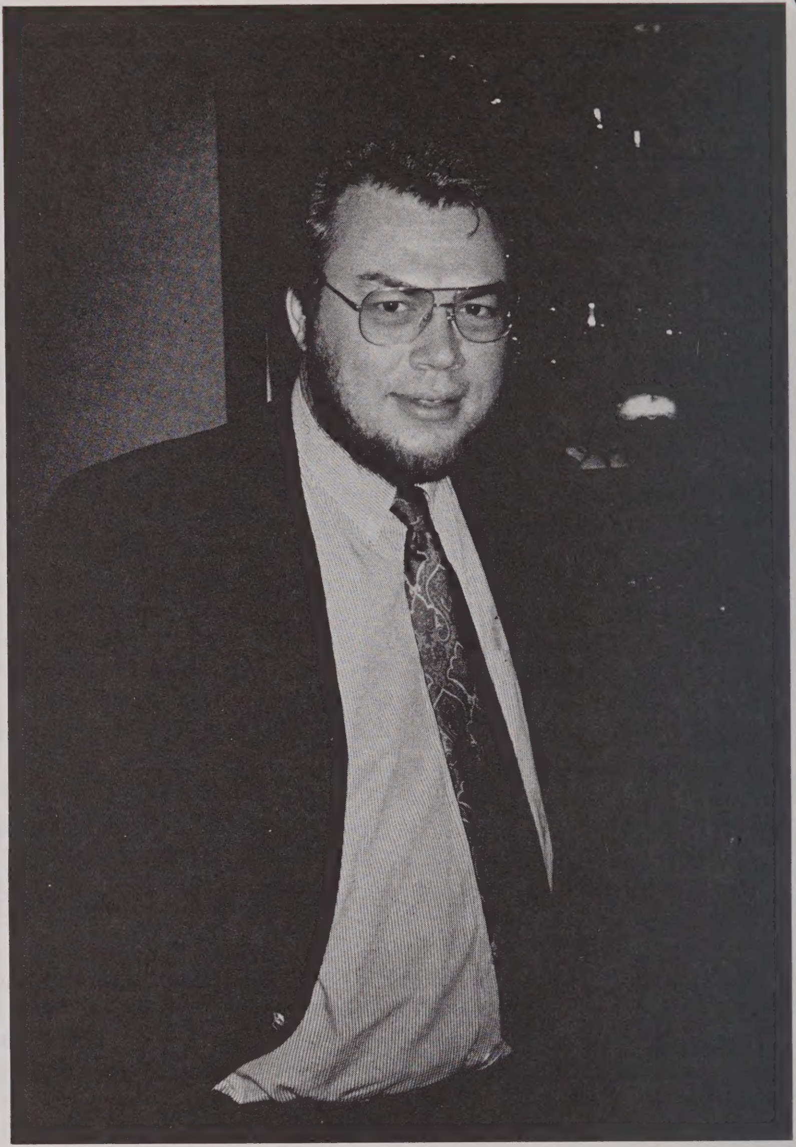
Scott Mace joined *InfoWorld* in July 1981 as a junior writer responsible for coordinating reviews. In February 1982 he was promoted to senior writer, and later that year started *InfoWorld's* Education section. Mace was promoted to senior editor in January 1983, moved to Washington, D.C. in 1985 to become bureau chief, and advanced to his current position as editor-at-large in June 1991. This spring he relocated to Northern California for three months to serve as acting editor during *InfoWorld's* search for an editor-in-chief.

Mace is married and lives near Baltimore, Maryland. In addition to his interest in trains, computer games and databases, he's an avid biker who's done many "century" (100 mile) rides on the road, and he's recently begun off-road mountain biking.

Pat McGovern and Scott Mace

Do-er's profile

Burkhard P. Bierschenck



•**HOME:** Munich

•**PROFESSION:** Publisher of *Macwelt*, *PC Welt*, *Unix-Welt*; *rd*, and several supplements; member of IDG Germany's management board

•**JOINED IDG:** December 1988

•**INTERESTS:** Modern art

•**DREAM VACATION:** Brazil

•**BEST THING ABOUT YOUR JOB:** It's never boring.

•**LATEST ACCOMPLISHMENT:** Our magazines are the fastest growing books within IDG Germany.

•**MOST CHALLENGING PART OF YOUR JOB:** Motivating people to do their best.

•**CELEBRITY YOU'D MOST LIKE TO MEET:** Mikhail Gorbachev

•**SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Play the piano like Vladimir Horowitz

•**SOMETHING YOU DO BUT WISH YOU DIDN'T:** Not having enough time for my daughter.

•**GOAL IN LIFE:** Get the best result with the least effort.

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology. International Data Group publishes 150 publications in 49 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Take time to fill out the *IDG World Update* Reader Survey

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Finnish publisher runs hypertex article in print and electronically

- PAGE 4

***CW Poland* reorganizes staff, changes focus**

- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 41

OCTOBER 14, 1991

IDG Books Negotiates Translation Rights

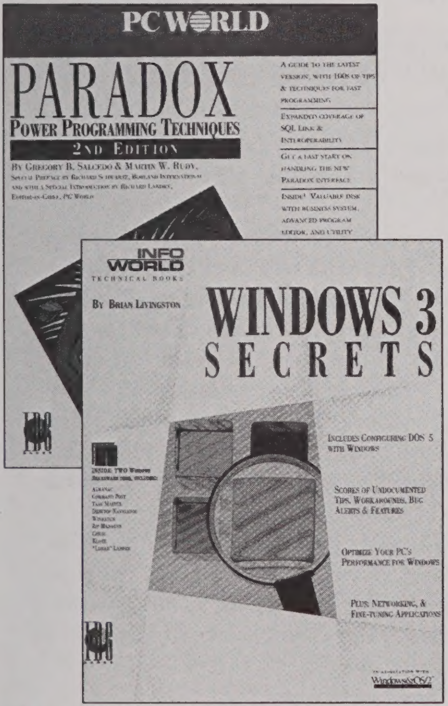
In the last few months IDG Books Worldwide has made sweeping progress in its efforts to launch titles across international boundaries.

Its first foreign edition, the French-Canadian version of *GamePro Hot Tips–Adventure Games*, was published by EDitions du Trecarre, while *PC World Paradox 3.5 Power Programming Techniques* debuted this month in Germany with a translation by te-wi Verlag.

On the Italian front, IDG Books and IDG Italia signed an agreement with McGraw-Hill Italia to publish such titles as *Macworld Guide to System 7*, *PC World Paradox 3.5 Power Programming Techniques* and *Windows 3 Secrets*. McGraw-Hill Italia and IDG Italia will market the Italian editions of IDG Books.

A similar arrangement is under way in the Netherlands with IDG Communications BV and Kluwer Technische Boeken. The two companies have already worked

-SEE PAGE 2


PC WORLD
PARADOX
POWER PROGRAMMING TECHNIQUES
2ND EDITION
BY GREGORY B. SALCEDO & MARTIN W. RUDY
A GUIDE TO THE LATEST VERSION, WITH 100S OF TIPS & TECHNIQUES FOR FAST PROGRAMMING
EXPANDED COVERAGE OF SQL LINK & INTEROPERABILITY
GET A FAST START ON HANDLING THE NEW PARADOX INTERFACE
INSIDE! VALUABLE DISK WITH BUSINESS SYSTEM, ADVANCED PROGRAM EDITOR, AND UTILITY
IDG
INFO WORLD
TECHNICAL BOOKS
BY BRIAN LIVINGSTON
WINDOWS 3
SECRETS
INCLUDES CONFIGURING DOS 5 WITH WINDOWS
SCORES OF UNDOCUMENTED TIPS, WORKAROUNDS, BUG ALERTS & FEATURES
OPTIMIZE YOUR PC'S PERFORMANCE FOR WINDOWS
PLUS NETWORKING, & FINE-TUNING APPLICATIONS
IDG
Windows&OS/2

It's not a secret! IDG Books' titles are now truly worldwide.

Sweden Sows IDG Sales Network

IDG Sweden's sales department recently initiated a program through which any IDG employee can receive a current sales diskette containing information on IDG sister companies, contact persons and media information including circulation, page size, price of the magazine, plus a short overview on each IDG magazine.

The idea to create an IDG worldwide sales diskette was conceived after IDG Sweden's sales staff took a look at the existing information and realized that the international sales network could be strengthened if worldwide information could be accessed through one area.

Although the diskette was a joint effort by IDG Sweden's sales staff, the staff is quick to point out that special credit goes to programming expert **Andres Pîldroo** and marketing mogul **Lennart Stenberg**.

According to Sales Manager **Peter Andersson**, response has been great from IDG companies. "The diskette keeps IDG employees up to date on global media packages being offered, and the program can be used in single or multiuser environments," Andersson said. "With its read/write option, the diskette also enables users to make any changes or additional entries." Updated diskettes will be supplied regularly.

Since releasing the diskette, Andersson said that requests for it are coming in regularly, most recently from IDG affiliates in Chile, Bulgaria and Israel.

Andersson noted, "We are in the process of developing four more diskettes, each one focusing on different topics such as CW Monitor, CW Market Planner, CW AdLink and CW Market Projections. These will be ready by the end of the year."

The diskette is available free to IDG employees with the limitation that only one master diskette will be delivered to each IDG business unit.

Calendar 1 2 3

- **OCTOBER 21-25**
  Comdex
  Las Vegas, NV

- **OCTOBER 23-27**
  Hi-Tech/Ankara
  Ankara, Turkey

- **OCTOBER 29-31**
  Macworld Expo/Asia
  Hong Kong Convention
  & Exhibition Centre
  Hong Kong

- **OCTOBER 30-NOVEMBER 1**
  Macworld Expo/Auckland
  Ellerslie Function Centre
  Auckland, New Zealand

- **NOVEMBER 7-9**
  Macworld Expo/Sydney
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **NOVEMBER 13-16**
  IDG Worldwide Managers Meeting
  Laguna Niguel, Calif.

- **NOVEMBER 11-15**
  Macworld Expo/Mexico
  Mexico City, Mexico

- **NOVEMBER 26-28**
  Macworld Expo/Asia
  Hong Kong

- **NOVEMBER 26-29**
  Macworld Expo/Austria
  Vienna, Austria

- **DECEMBER 3-4**
  UNIX Fair '91
  Tokyo, Japan

- **DECEMBER 5-7**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, Korea

Books

- FROM PAGE 1

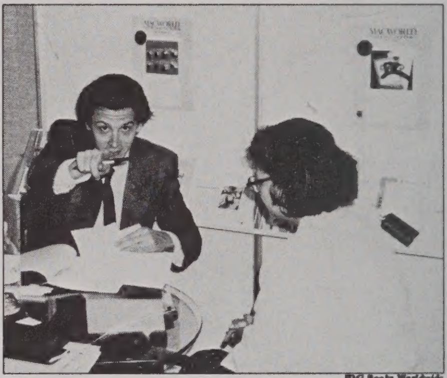
together at expositions and are currently selecting which IDG Books will be published by Kluwer in the Netherlands. In a co-promotions effort designed to stimulate circulation and newsstand sales and heighten awareness of IDG's magazines to IDG Books readers, IDG will run ads in its magazines for Kluwer's IDG editions, while Kluwer will carry ads for IDG magazines on the back covers of the books.

IDG Books is also working with CW Communications AB in Sweden to introduce IDG Books to Swedish readers. Titles for the Swedish market will include *PC World DOS 5 Complete Handbook*, *Windows 3 Secrets* and *Macworld Guide to System 7.*

Other IDG affiliates considering publishing IDG Books in their native languages include UFT in Turkey, ICE in the Soviet Union, IDG Hi Tech Beijing in China and IDG Denmark. Negotiations are also under way in Taiwan, Hungary, Israel and Brazil.

To coincide with the launch of *Macworld* magazine in South Korea, Hi Tech Information, IDG's publishing partner in Korea, will distribute the *Macworld Complete Mac Handbook*, published by Brain & Computer, Inc. This will be the first in a series of *Macworld* titles translated into Korean.

Woodslane Australia, IDG Books' Australia and New Zealand distributor, has had tremendous success with IDG Books. For several months in late 1990 and early 1991, IDG Books' *Official XTree MS-DOS & Hard Disk Companion* and *PC World Paradox 3.5 Power Programming Techniques* appeared monthly on bestseller lists. Today, IDG Books' newest title, *Windows 3 Secrets* is the No. 1 Windows title in Australia.



IDG Books Worldwide

Marc Mikulich of IDG Books negotiates with a French-Canadian publisher at the American Booksellers Assocation Expo in New York.

IDG Books Debuts At Frankfurt Fair

In a major step forward, IDG Books joined 6,000 other exhibitors for the first time at last week's Frankfurt Book Fair, the world's largest book trade show.

The first German translation, *Paradox 3.5 Power Programming Techniques,* made its debut at the fair. The German publishing house that did the translation, Munich-based te-wi Verlag GmbH, has a 20-year history of specializing in DP literature. Kurt Ebner, publisher of *PC Woche* and a member of the management board at IDG Germany, is promoting the IDG Books/te-wi project.

Following the Frankfurt show, Foreign Rights Manager Marc Mikulich and IDG Books Worldwide President/CEO John Kilcullen met with IDG colleagues and local publishers in Germany and the Netherlands.

Mikulich has been managing IDG Books' foreign rights activities since he joined the company in May. Previously, he was foreign rights associate for Simon & Schuster's Trade Division in New York. Fluent in Italian, French and Serbo-Croatian, Mikulich has been able to put his multilingual skills to good use.

Gustav Freedman

IDG Director of Financial Analysis and Planning Susan Petrie, who earned B.S. and M.B.A. degrees at Babson College, congratulates scholarship winner Nick Saber.

IDG Establishes Annual IT Scholarship

IDG has established an annual scholarship to encourage Babson College seniors to enter the field of information technology and make innovative contributions to the industry.

IDG is contributing $50,000 over a five year period to endow the annual scholarship. Eligible students must have at least a 3.0 grade point average in their major field of study— management information systems and/or entrepreneurial studies.

Nicholas Saber of Boston was named the first recipient of the "IDG Scholarship for Academic Excellence in Information Technology" during a ceremony this fall at the suburban Boston campus. Babson is one of the top independent colleges of management in the U.S.

Saber, a graduate of Boston Latin School, is pursuing an accelerated course load and works as a microcomputer technician in the college's Information Technology Service Department.

Computerworld Poland Shifts Focus

With plans for a second publication on the horizon, IDG Poland is reorganizing the staff and direction of *Computerworld Poland.*

Janusz Kotarski, who had served as deputy editor of *Computerworld Poland*, has been promoted to editor-in-chief. Former editor **Zbigniew Rudak** will be involved in the start-up of a new periodical, *Komputer/PC World*, which is expected to debut early next year.

Until recently, *Computerworld Poland* had covered both small and large-size computers. Now, the publication will focus on larger systems, including mainframes, servers, workstations and their peripherals and software. It will also offer market analyses and equipment evaluations targeting users in business, education, government agencies and other areas. Currently a biweekly, *CW Poland* will be published weekly in early 1992.

Komputer/PC World will cover similar issues, focusing on minicomputers, laptops and PCs.

"Purely technical information will be de-emphasized now," Kotarski said. "The computer market in Poland is big enough to have problems of its own and a potential to grow. We want to help managers and computer users make wise purchasing decisions, tell them what is available in the world market, and how they will profit if they make the right decisions."

Kotarski, a seasoned journalist from the Polish Press Agency with a background in economics, has hired a group of writers with both journalistic experience and keen interest in the Polish computer market. They include: **Zbigniew Boniecki** (journalist), **Andrzej Dyzewski** (mathematician), **Andrzej Horedenski** (software specialist), **Cezary Pochrybniak** (hardware specialist) and **Jacek Holowka** (social sciences specialist). **Urszula Szymarska** and **Artur Tamborski** from the original staff have stayed with the publication.

Digital NEWS Celebrates 5 Years

Digital NEWS
5th ANNIVERSARY YEAR

World Update

Digital NEWS **recently celebrated its 5th anniversary with a champagne toast during a visit by IDG Chairman Pat McGovern. McGovern, at right, presented a plaque in honor of the milestone to Publisher Dave Egan. Looking on are Deb Winders, Chris Whelan, Wayne Silverman, Vicki Blake and Charlie Babcock.**

Noteworthy !

PROMOTIONS

John Corrigan, *Computerworld*'s vice president/classified advertising, announced the promotions of **Ellen Cross** and **Chris Glenn** to senior account executives. "Both are congratulated for their long-running commitment to professional selling at *Computerworld* and considerable contributions in producing revenue and generating ideas," Corrigan said.

Cross joined *Computerworld* in 1986 as midwest account executive responsible for the sale of recruitment advertising. Previously, she was a successful telephone sales representative specializing in recruitment advertising at the *Detroit Free Press*.

Glenn joined the Marcomm group in 1984. He was promoted to project manager in January 1987, and in September of that year joined the recruitment advertising staff as western account executive. His knowledge of the industry and encyclopedic recall of what papers contain relevant articles to send to a client has led to his well-earned reputation in his region as "The Source." Glenn is a graduate of Ohio University.

APPOINTMENTS

Odeneal Kathy Collins

Computerworld President and Publisher Gary Beach has named **Gail Odeneal** to the newly created post of vice president/circulation. Previously, as executive vice president of ITI, she was responsible for U.S. and international data development, marketing, list rental and fulfillment.

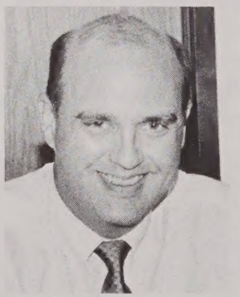
"*Computerworld*'s merger with IDG's database division [formerly ITI], coupled with Odeneal's direct marketing and circulation experience made her a natural choice," Beach said.

Odeneal, a graduate of Skidmore College with a masters degree from the University of New Hampshire, joined IDG in 1982 as director of direct marketing services and managed all IDG direct marketing activities for *Computerworld* and *InfoWorld*. She also handled subscription launch campaigns for other publications, including *PC World*, *Macworld*, and *Federal Computer Week*. Odeneal moved to ITI as vice president of data development in 1987, where she improved and expanded the quality and currency of all ITI database products.

■ ■ ■

IDG U.K. recently welcomed **Jacquelin Wilkinson** as the group's assistant controller. Wilkinson graduated in British law and is also a member of the Institute of Chartered Accountants in England and Wales.

■ ■ ■



Anderson Kathy Collins

George Anderson has been named northwest regional sales manager for Technology Investment Strategies Corp. A graduate of Northeastern University, his interests include fishing, basketball, weightlifting and cooking.

■ ■ ■

Sue Landis has signed on as a telemarketing specialist at IDG Books Worldwide. She previously held a similar position, with additional sales and marketing responsibilities, at M&T Publishing. Landis holds a B.A. in French and an M.B.A. in marketing and finance and enjoys tennis, running and swimming in her spare time.

■ ■ ■

Rutter World Update

Marianne Rutter has been named director of marketing for *Digital NEWS*. She recently ran her own market research consulting business and earlier served as director of marketing for *Digital Review*. Rutter holds a B.A. in English from Bryn Mawr College and serves as the school's alumnae admissions coordinator for New England. In her spare time she enjoys playing the piano, writing short fiction, international travel and gourmet cooking and wines.

■ ■ ■

Publish welcomes two new employees to its staff. **Kathryn Lynch**, assistant to the national advertising director, most recently worked at Britannica Software as a project manager. A sports fan, she also takes time to browse for antiques.

Editorial Assistant **Batel Libes** comes to IDG from editorial positions at *Fad* magazine and *ARIS*, a biomedical newsletter. She holds a B.A. in political science and international relations and an M.A. in journalism and enjoys weaving, gardening and skiing.

■ ■ ■

Courtney Shepard is the new financial services associate at Information Strategies Group, where she handles the design and sales of surveys. She previously worked as the western sales manager for Gralla Publications. Shepard has a B.A. from Hobart/William Smith College and finds time for tennis and sailing.

New Dates for IDC Conference

IDC Germany has announced new dates for the International Conference on the Computer Markets of Eastern Europe. The event will be held November 28-29 at the same location: the Hotel Bristol in Vienna.

IDG World Update Reader Survey

Please circle your responses

1. How often do you read *IDG World Update*?

Every issue
Frequently
Rarely
Never

2. If you don't often read *World Update*, why not?

Limited English skills
Uninteresting articles
No time
Issue is not available on a regular basis
Other______________________________

____

3. How well do you think *World Update* fulfills its role as a company newsletter?

Excellent Very Good Good Fair Poor

4. What do you think of the following kinds of articles?

Close looks at individual business units (Spotlights)
Excellent Very Good Good Fair Poor

Summaries of managers meetings
Excellent Very Good Good Fair Poor

Launches and news about new products
Excellent Very Good Good Fair Poor

Outside the office activities (company parties, fundraisers, other events)
Excellent Very Good Good Fair Poor

5. Please rate the following features:

On Line (Ask Pat, Ask Walter, Ask Bill)
Excellent Very Good Good Fair Poor

Off Line (Cartoon)
Excellent Very Good Good Fair Poor

Do-er's Profile
Excellent Very Good Good Fair Poor

Noteworthy (New employees, promotions, other news)
Excellent Very Good Good Fair Poor

Anniversaries
Excellent Very Good Good Fair Poor

6. Would you like to see other contests or interactive features on the back page?

Yes No

7. What do you think of the monthly special issues (those devoted to one topic such as marketing or research)?

Excellent Very Good Good Fair Poor

8. Do you have any suggestions for future special issues?

____

9. Do you feel *World Update* gives equal weight to U.S. and non-U.S. operations?

Yes Too much U.S. Too much non-U.S.

10. Do you feel that information inside *World Update* is:

Well-written?
Excellent Very Good Good Fair Poor

Interesting?
Excellent Very Good Good Fair Poor

Timely?
Excellent Very Good Good Fair Poor

Accurate?
Excellent Very Good Good Fair Poor

11. How often do you use *World Update* in your job?

Often Sometimes Rarely Never

12. What's the most interesting article(s) you've read in *World Update* in the last year?

____

13. Other comments or suggestions (attach additional sheet if necessary)

____

____

____

14. Would you be willing to provide *World Update* with information about your business unit?

Yes No

15. Would you be willing to occasionally take photographs for *World Update* on request?

Yes No

Name (optional) and business unit:

____

____

Please return this survey to IDG World Update *41 West Street, 8th Floor, Boston, MA 02111 U.S.A., fax (617) 423-0712*

Finnish Readers Get Interactive Information

The feature article on hypertext in the September issue of IDG Finland's *MikroPC* gave readers in Finland access to detailed instruction on this new technology. And, thanks to Programming Specialist **Harri Talvitie**, the story also appeared on the *MikroPC-Tietoviikko* bulletin board system (BBS) so that users could log in and download the hypertext to their system.

The hypertext article described hypermedia guru Ted Nelson's Xanadu project, and his effort to combine both the graphics and text into the hypertext. The story, written by contributing editor **Markku Metsämäki**, who is also a well-known computer artist, used Asymetrix ToolBook for the run-time version of the program to create the hypertext.

The electronic hypertext runs in a separate PC network made up of a server and three nodes and three public telephone lines. Once a user logs into the *MikroPC-Tietoviikko* BBS and downloads the hypertext he can then utilize Xanadu and the ToolBook run-time (a tool used to read hypertext) in approximately 10 minutes. The whole package runs on half a megabyte of memory and comes with an option to download only the hypertext, which uses approximately 50 Kbytes. To install and read the program users also need Windows 3.0 and 2 Mbytes of free disk space.

In addition to the hypertext, the three-line server also offers a public domain software for downloading and many public boards in which users can dial in and discuss various topics. This particular aspect of the BBS generates almost all the materials for the Hot Line pages of *MikroPC*.

MikroPC Editor-in-Chief **Kari Tyllilä** noted, "This project has no commercial value, but will bolster *MikroPC*'s status as the expert in the field. It also serves as an excellent opportunity to study the technical possibilities of a whole new kind of media and gain some feedback on *MikroPC* readers' reactions."

The BBS is available for free except for line costs, and more than 2,000 users have rights to download to the *MikroPC-Tietoviikko* BBS.

Tyllilä said, "The next step for *MikroPC* is to get the hypertext on line, but there is no BBS software supporting that as of now."

For those subscribers with no modem, *MikroPC* inserted a card in their September issue that asked respondents to fill it out and return it to receive a 3.5-inch disk containing the Xanadu article and Asymetrix ToolBook run-time.

So far, the first hypertext article has generated a tremendous response; more than 1,300 people ordered the disk by mail and many BBS users downloaded it from the BBS. Due to this response, *MikroPC* will be publishing more stories in hypertext form in future issues.

Suomen Kuvalehti, the leading Finnish weekly magazine in culture and politics, ran a sidebar article on *MikroPC*'s coup as part of a larger article on hypermedia.

IDG Hosts Career Reception

IDG and BASEC, Inc., a non-profit professional minority placement firm, recently co-sponsored a Career Networking Reception at IDG headquarters in Boston.

More than 50 people attended the event, during which minority professionals with experience in publishing or market research met with staff from a broad range of IDG business units. IDG President **Walter Boyd** and BASEC President Neal Anderson both spoke on the importance of a diverse work force.

Through its relationship with BASEC, IDG regularly receives resumes of prospective employees and has opportunities to participate in other outreach programs to attract qualified minority candidates.

INTERNATIONAL
DATA CORP

IDG Human Resources

Representatives from many IDG business units attended the BASEC reception. Among them were (L-R) Rich Friedman, *LOTUS*; Neal Anderson, president of BASEC; Bonita Cox, *Computerworld*; Elaine Ouellette, IDG; Debra Bernardi, IDC; David Vellante, IDC; Mary Cornetta, IDG; and Frank Gens, TISC.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK October 14, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

PRESIDENT/PUBLISHER (IDG)

IDG is seeking a senior executive for the position of president and publisher of a weekly publication for the electronics industry. The candidate will assume total responsibility for the profitability, growth and direction of the newspaper which will employ approximately 35 publishing professionals. This position requires a breadth and depth of experience and skills, as well as sales, editorial and circulation strategies, and overall business savvy and financial acumen. Candidate will report to IDG's Executive Board. *Please send letters of interest to Walter Boyd, President, International Data Group, One Exeter Plaza, 15th Floor, Boston, MA 02116.*

NO TELEPHONE CALLS PLEASE.

PROGRAMMER ANALYST (IDG)

Position involves developing specifications, coding, testing and documenting, as well as providing training and support. Three (3) to six (6) years COBOL experience required. VAX/VMS desirable. Knowledge of accounting and financial software needed. Also requires experience in support, ability to work in a team environment, and excellent written and verbal communication skills. VAX DATATRIEVE, PC/MAC software or LAN knowledge a plus.

ENTRY LEVEL PROGRAMMER ANALYST (IDG)

Position requires knowledge of COBOL, some experience desirable. Candidate will be responsible for coding, testing and documenting, as well as providing training and support. Excellent written and verbal communication skills and ability to work in a team environment required. VAX/VMS a plus.

PART-TIME ADMINISTRATIVE ASSISTANT (IDG/ETA)

Responsible for document preparation, xeroxing, answering telephones, transcribing /typing memos, making travel arrangements and sorting mail in a fast paced environment. Working knowledge of WordPerfect and Paradox required. Position will be approximately 20 hours a week with the opportunity to work more on an as-needed project basis.

SENIOR CONSULTANT, COMPETITIVE RESOURCE CENTER (IDC)

Candidate will identify suitable business opportunities for the Competitive Resource Center, determine prospects' requirements, and develop custom proposals to meet these requirements and those from CRC management. Responsible for taking a significant role in selling the proposals, developing work plans for the project teams, and assuming key roles on project teams to deliver high-level research and advice. Must be able to develop and service own clientele. Requires Master's degree and 8 - 20 + years of related work experience.

PART-TIME HUMAN RESOURCES ASSISTANT (IDC)

Responsible for general clerical and administrative processes, systems, and procedures for IDC Human Resources. Specifically, candidate will sort and distribute resumes, provide backup phone support to HR manager for general benefit-related questions, copy and distribute HR communications, prepare New Hire packages, and maintain HR records. In addition, candidate will assist in IDG orientations and maintenance of employee programs. Requires strong verbal and written communication skills along with organizational abilities. PC literacy is a must. A flexible casual part-time position of 25 hours per week.

ASSISTANT TO THE PUBLISHER (MPC)

Candidate will assist the publisher of MPC magazine providing clerical support, transcribing from Dictaphone, scheduling, filing and serving as liaison to the field sales staff. Excellent phone skills, organizational, verbal and written communication skills and ability to juggle multiple tasks required. Experience in sales office management a plus. IBM PC or compatible computer skills a must.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/ITI/NWW	Susan Perry/Mary Cornetta	Job Hotline
LPC	(508)875-5000	(508)935-4406
IDC/CBP	Elaine Ouellette/Debbie Bernardi	Job Hotline
	(508)872-8200	(508)935-4406
DNP/CIO/FCW/ISG	Elaine Ouellette	Job Hotline
	(508)872-8200	(508)935-4406
TISC	Paula Doggart	
	(508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale	
	(508)879-0700	
IDG/P/BCP/A+/TMP	Gloria Lodge	
GPI	(603)924-0392	
MAC	Shelly Ginenthal	Job Hotline
	(415)978-3203	(415)978-3100
PCW/IMI/PUB/SWP	Richard Willoughby/Thalia Ohara	Job Hotline
NXTW	(415)978-3205	(415)978-3100
IFW	Donna Vieraitis/Carla Neumann	Job Hotline
	(415)572-7341	(800)227-8365 x701

Job Opportunities

Revised: October 14, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	President/Publisher	Boston, MA	W. Boyd	**NO PHONE CALLS**
IDG	Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Entry Level Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
IDG	Sales Manager	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	International Projects Asst.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Mgr. of Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Promotion Coordinator	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Bittel	(617)225-6905
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Sr. Consultant, Competitive Rsrce	Framingham, MA	M. Kahn	(508)935-4010
IDC	Part-Time Human Resource Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Part Time Accountant	*CBP*, Wakefield, MA	E. Bocko	(508)935-4534
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
IFW	Advertising/Production Coord.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant to the Publisher	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Assistant Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Administrative Assistant	San Francisco, CA	T. Ohara	(415)978-3204
PCW/MPC	National Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Executive Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Senior Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Executive Editor	*NextWorld*, San Francisco, CA	D. Ruby	(415)978-3191
SWP	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
CWPI	Human Resources Admin. Asst.	*CWPI*, Framingham, MA	L. Nightingale	(508)879-8162
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Mail Clerk	*CWPI*, Framingham, MA	R. Ciliberto	(508)879-0700
CWPI	Receptionist	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWPI	Programmer/Analyst	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TWP	Technical Director	Peterborough, NH	L. Legasse	(603)924-9384
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Technical Assistant	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

IDG HR·Update

THE HUMAN RESOURCES NEWS BI-MONTHLY OCTOBER 1991

Investing In Our Employees Through Training

For the second year in a row both the East Coast business units and the West Coast business units will be sponsoring the collaborative IDG Training & Development Programs. **Martha Stephens, Director of Corporate Human Resources,** explains, "IDG does not have a *corporate* training program; we have a *collaborative* training program. Our style in delivering training programs reflects IDG's decentralized operating philosophy." With this approach, business units get what they want and need. They, in turn, willingly lend their support, with both financial and human resources, to these programs.

For the East Coast, this represents the fourth year that a formal training program has been offered. Each year the program has been expanded to include more and varied programs. The focus of course offerings and the quality of the courses are continuously being reviewed and improved based on course and instructor evaluations provided by you the participants.

According to this year's East Coast training coordinator, **Debbie Bernardi**, "The 1992 program will offer employees more than 40 courses from which to choose." The courses will be divided among four principal training categories—management, professional, wellness, and technical. New course offerings for FY'92 will include such programs as *Tax Planning*, *Middle Management Empowerment*, *All About Libel & Slander*, and technical programs such as *Pagemaker* and *Paradox*. Perennial favorites, *Time Management*, *Fundamentals of Management*, *Presentation Skills*, *Introduction to Lotus 1–2–3*, and *Excel for the Mac* will also be offered. For FY'92, the East Coast training coordination will be handled by **Jennifer Davy** of the Corporate Human Resources Department.

The West Coast will kick off their first full year of training programs this October. Last year's highly successful "pilot" program, coordinated by Human Resources Directors **Donna Vieraitis** (Infoworld), **Shelly Ginenthal** (Macworld) and **Richard Willoughby** (PC World & Integrated Media), prompted the western business units to expand the program for FY'92. According to Donna, employee response to last year's offerings was so overwhelming that we were encouraged to provide even more courses this year. In fact, over 50% of the employees in the four business units attended at least one course last year.

Course offerings on the West Coast will be expanded to 10 management development courses and 12 professional development courses. FY'92 programs will include *Performance Management*, *Negotiation Skills*, *Business Writing*, and *Meetings That Get Results*. There will also be a wide variety of technical programs available on both the PC and Macintosh platforms. The more than 40 technical sessions will include *Excel for the Mac*, *Quatro Pro*, and *Q&A*. The West Coast training schedule will also include sessions for employees to learn the new electronic mail package.

Employees and managers alike are encouraged to take an active role in their personal development as well as the growth of those people for whom they have training responsibility. Course offerings and descriptions will be distributed on both coasts early in October.

For more information and details about the FY'92 collaborative training programs, employees should contact their divisional human resources department. We hope everyone will take advantage of the exciting program offerings. And remember, this effort is just one more way that IDG invests in our people through training!

IDG Facts & Figures

(answers can be found on the bottom of the back page)

1. The average age of IDG employees in the U.S. is:
   A. 34 C. 41
   B. 39 D. 44
2. The percentage of U.S. IDG employees that are female is:
   A. 46 C. 55
   B. 53 D. 62
3. The percentage of U.S. IDG employees that are single is:
   A. 39 C. 53
   B. 47 D. 64

Ask HR . . .

In the upcoming issues, we would like to answer your questions about human resources–our policies and programs–and how they affect you. So send your questions to:

Ask HR ...
International Data Group
Human Resources Department
5 Speen Street
Framingham, MA 01701

IDG Changes Payroll Vendor

Beginning with the August payroll, IDG employees received their first paycheck produced by Automated Data Processing (ADP). ADP, the largest payroll processing vendor in the U.S., is now responsible for producing all U.S.–based IDG payrolls, including Computerworld.

IDG decided to make the switch when Bank of Boston announced plans to sell the First Pay accounts to ADP. First Pay was Bank of Boston's payroll processing division and had been processing the IDG payrolls for over 10 years.

IDG payroll manager **Debbie Sobin** commented, "While a payroll conversion is never easy to coordinate, this change does give us a terrific opportunity to enhance our processing capabilities." The new payroll system is expected to be integrated with the Human Resources Information System early next year. This change will eliminate repetitive administration and improve reporting efficiency.

New Life & Disability Vendor Announced

Just as IDG clients expect outstanding customer service from us, our Business Units expect the same service quality of their vendors. This was the critical reason behind the Benefit department's search for a new life insurance carrier.

Payroll/Benefits Administrator **Robin Silverman** explains, "The number of Life & LTD (Long Term Disability) claims we process is small, but it is critical they be handled quickly, efficiently and with sensitivity. We want our employees to be able to resolve these issues very quickly."

Our new carrier is Reliance Standard Life Insurance Co. Specializing in Life & Disability Insurance, Reliance is well-known for their excellent insurance products and their customer service. IDG's account rep. **Mike Moran** comments, "By sticking to products that are our specialty, Reliance works with companies like IDG to provide a top flight benefit for their employees."

With relatively no cost increase from the prior vendor, IDG negotiated a number of plan enhancements. According to **Tom Mathews**, Director of Compensation & Benefits, "There are many improvements to our new Plan, but the greatest enhancement is the flexibility of the new Supplemental Life Program." Beginning this Fall, employees will have the opportunity to purchase up to $500,000 in Supplemental Life coverage for themselves and up to $500,000 in Supplemental Life coverage for their spouses. And for the first time, employees will have the opportunity to purchase life coverage for their dependents. A number of enhancements have also been made to the LTD and AD&D Plans. New Summary Plan Description (SPD) booklets are being distributed. These contain all the pertinent life and disability plan information. Please see your division Human Resources Department for details.

Personalized Benefit Statements & Benefits Briefs Arrive

Two important benefits communications tools have recently been completed and distributed. The first is our third annual employee benefits statement. This booklet is a snapshot in time of the benefits in which each IDG employee is participating. Included are such things as ESOP and 401(k) balances, medical plan selections, life, disability and survivor benefit coverage, total compensation data and the cost to IDG and employees of the IDG benefits.

The 1991 edition is significantly different from past years in both presentation and content. A new content feature for 1991 is the ESOP and 401(k) projections. Projected retirement income calculations have also been added, and are based to a large degree on the former projections. It is never too early to start planning for retirement and the benefit statement information will assist IDG employees in this endeavor.

A new IDG benefits highlights brochure has been developed and is available to employees. The document, *Benefits Briefs*, will be a handy desk reference for current employees. Intended to answer the most frequently asked questions on each of the benefit plans, *Benefits Briefs* is supplemented by more comprehensive benefits materials, such as the legally required Summary Plan Descriptions (SPDs). *Benefits Briefs* is already being used by the Human Resources Department as a recruiting tool.

Answers: 1.A, 2.D, 3.C

Clements Celebrates 10th Anniversary in Washington, D.C.

Information Strategies Group

Pat McGovern escorted Arline Clements to the Leonardo da Vinci restaurant in Washington, D.C., in honor of her 10th anniversary.

Arline Clements joined IDC's Federal Division, now known as Information Strategies Group, (ISG) on February 23, 1981. Her first position was as the executive assistant supporting all sales and research activities. She was later promoted to production manager, operations manager and director of operations for IDC Washington, as it was then known.

Since 1989, she has been director of finance and operations for Information Strategies Group. Clements' group provides centralized production and administrative support to all of ISG's departments including research, sales and marketing. In addition, financial management, conference logistics and human resources are part of her responsibility. Clements resides in Heathsville, Virginia with her husband Bruce and their seven-year-old daughter, Lauren.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second and third weeks of October. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Lloyd Cohen - IDC

NINE YEARS

Ruben Argento - IDG Argentina

SEVEN YEARS

Melvyn Bennett - *CW Hong Kong*
Madeleine Spencer - IDC

FIVE YEARS

Mikael Höög - IDG Germany
June Wallach - LINK Resources
Sharon Baker - IDG Intn'l News Group
Karen Timons - IDC

FOUR YEARS

Lew McCreary - *CIO*
Cheryl England - *Macworld*
Beth-Ann Hill - IDG
Martha Stephens - IDGHR
Ruth Comerato - IDG

THREE YEARS

Tom Moran - *Macworld*
Elaine Ouelette - IDGHR
Per Lövgren - IDG Sweden
Arlene Richman - *LOTUS*
Noel White - *PC World*
Emily Wollenweber - *PC World*

TWO YEARS

Luanne Kiley - IDG
Gisela Schlieder - IDG Germany
Sofie Nilsson - IDG Sweden
Mikael Törnwall - IDG Sweden
Martin Wallström - IDG Sweden
Ingrid Westerholm - IDG Sweden
Paul Nesdore - IDC
Sandy Butler - *Macworld*
Ron Toran - World Expo Corp.

ONE YEAR

Lori Fadewitz - *CIO*
Nancy Whittaker - CW Database Div.
Karen Silverstein - *Network World*
Jennifer Pesiri - IDGHQ
Lennart Ekner - IDG Sweden
Eugene Chiappetta - LINK Resources
Lauren Smith - IDG Intn'l News Group
Alesa Wheeler - CW Database Div.
Daniele Gentile - *Network World*
Carol Leonard - *Network World*
Elizabeth Leahy - *Publish*
Sandy Heistand - PCW Central Serv.
Francie Pilling - PCW Central Serv.
Paul O'Neil - PCW Central Serv.
Amy Ng - *CW Hong Kong*
Christian Sussbauer - IDG Germany
Ken Kaplan - *Federal Computer Week*
Andy Baul-Lewis - IDC U.K.
Alfred Lara - *Digital NEWS*

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Jean Kolak will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

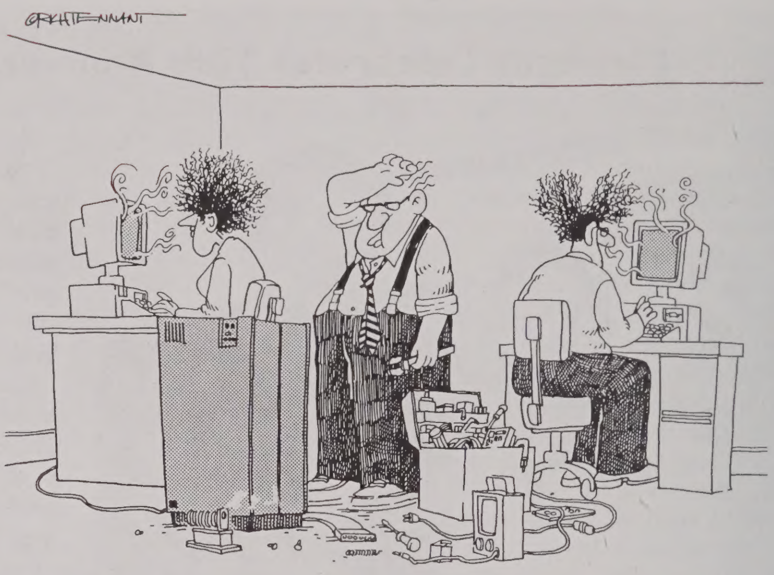
HONORABLE MENTIONS:

Don King's improbable merger of Vidal Sassoon salons and ITT Technical Institute is finally complete.
- Paul Mercer, *Computerworld*

Those new multimedia PCs are so hot that not even Otto the air-conditioning guy can cool them off!
- Michael Harwayne, *PC World*

"Well, I found two gnomes, a pixie, three wraiths and a leprechaun, but I can't find that ELF you're complaining about."
- Tony Williams, *Australian Macworld*

Herbert had yet to figure out that there really wasn't any problem in the static electricity testing lab.
- Derek Hulitzky, *Computerworld*



Bewildered, Frank pauses to think. Maybe the problem is with the hair conditioner and not the air conditioner.
- Jean Kolak, *Computerworld*

(a scene from *Network World*) "See what the combination of one "little" hurricane and a power surge can result in!"
- Kathy Mazzie, *Network World*/Chicago

IDG *World Update*

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IDG *World Update*

VOLUME 21, NUMBER 43

OCTOBER 21, 1991

World Expo Corp.

Over the years, more than 1,200,000 professionals have attended World Expo events in 20 countries, visiting over 11,000 exhibitors in nearly 1,000,000 square meters of exposition space.

Special Issue On World Expo Corp.

World Expo Corporation, the innovative, worldwide leader of information technology events, is committed to producing the highest quality, professional expositions and conferences for its customers through market research, an established network of global resources and an experienced team dedicated to excellence in customer service. This issue of IDG World Update *takes a close look at WEC's history, people and practices.*

CD-ROM Technology Works in Washington

A record number of attendees flocked to Washington, D.C. last week for the fifth annual CD-ROM Expo, which featured 68 exhibitors in 110 booths as well as a full conference program. The three-day event, held October 15-17 at the Washington Hilton Hotel, drew 7,500 attendees.

"CD-ROM Expo is positioned to take advantage of a market with significant growth and great promise," said Show Manager **David Bradway**. The show has realized about a 40% increase in the number of visitors since it began in 1987.

From data storage and distribution to in-house publishing systems and highly interactive multimedia applications, CD-ROM technology is now being used in business, government, education and many commercial applications. Users can easily access vast amounts of information and integrate text, graphics, motion and audio.

As show producer, World Expo Corp. handled numerous responsibilities, including registration, conference management, conference sales, marketing, public relations and production of the program guide. Mitch Hall Associates, an independent producer of IT events, managed exhibit sales and activities on the exhibit floor.

IBM Vice President Jim Cannavino and Jim Dezell, IBM vice president and general manager of IBM Educational Systems, announced two new multimedia products and delivered a keynote address on how IBM's educational projects affect the way people learn—not only in schools, but in government and business.

The conference theme, "CD-ROM Works," addressed the implementation of CD-ROM technology within four tracks—commercial, corporate, technology and issues and opportunities. The sessions, more than 25 in all, drew 400 participants.

Conference Manager **Mary De Cristoforo** entered the world of CD-ROM technology herself by developing, with the help of outside consultants, a custom-made CD-ROM disc that was distributed to all attendees. The disc contained the program guide, a glossary of industry terms, industry-related articles from a variety of publications, including *Macworld* and *Computerworld*, graphic images and a welcome by IDG Chairman **Pat McGovern**. This was the first time WEC had distributed such a product at the show.

Plans are already well under way for next year's CD-ROM Expo, which will be held September 28 to October 2 in Boston.

It's Show time! Backstage at CD-ROM Expo

SHOW MANAGEMENT

As show manager of CD-ROM Expo, **David Bradway**'s role is to manage the event and the CD-ROM team itself, coordinating the staff's efforts toward a successful event. He has overall responsibility for marketing, budgeting, logistics, operations, site planning, forecasts and conference development.

Bradway World Update

CONFERENCE DEVELOPMENT

Conference Manager **Mary De Cristoforo** starts planning the sessions six to nine months in advance, so she relies on the expertise of the advisory board members to predict what issues will be "hot" when the show opens. Selecting speakers is an ongoing process, sometimes right up to the last minute when she has to find an appropriate substitute. De Cristoforo worked with the IBM speakers to produce an elaborate keynote presentation which included extensive staging and a multimedia display.

De Cristoforo added several new elements to this year's conference: kiosks in which visitors could review the custom-made CD-ROM conference disc, instructors teaching "The Language of CD-ROM" to acquaint attendees with basics terms, and a demonstration room with 10 CD-ROM workstations where visitors could experiment with a new science education program.

REGISTRATION

Registration Manager **Louise Myerow** begins the registration process at least three to four months in advance, when the account representatives make follow-up phone calls to recipients of the show's first mailing—the "inquiry generator." It's not unusual for her to be juggling registration for two or three shows at one time. She collects the registration forms from the account reps, mails out confirmations and handles the invoicing. Badges for all the U.S. shows are produced by an outside contractor.

When the CD-ROM Expo opened this year, she was on the front lines, greeting people who came for same-day registration. With 16 years of IDG service, primarily on the conference/expo side, Myerow decided that this year's CD-ROM show would be her last before retirement. She reflected that one of the most satisfying parts of her job has been "seeing the division grow tremendously and watching many of the shows really come into their own."

PROMOTION

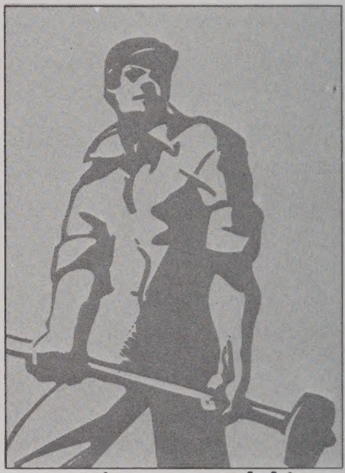
Promotion Manager **Martha Watjen** supervises the list research and acquisition, writing the CD-ROM promotional pieces, to printing and mailing. The marketing pieces include the inquiry generator, the conference brochure, and the *Conference Update* newsletter. She sends out VIP tickets, imprinted with exhibitors' names, for them to distribute with their own marketing material. Watjen also works with an outside writer to develop all the promotional pieces, including ads, and oversees placement of the ads in trade and local papers. While at the show she handles press and speaker registration and distributes press kits.

PROGRAM GUIDE

Program Coordinator **Janet DuBois** is responsible for producing the show guide and the conference brochure. She receives the exhibitor listings, descriptions and ads from Mitch Hall Associates, inputs the copy, creates the proofs, and goes through the same desktop publishing steps with the conference program information. She also bids out the jobs and deals with the printer and the mailhouse. DuBois said that one challenge for this year's CD-ROM Expo show guide was the three-page photo gallery with close to 100 head shots, a spread that required diligent proofing.

GRAPHIC DESIGN

Senior Graphic Designer **Peter Minor** is responsible for the cover design of all CD-ROM marketing pieces. According to Minor, CD-ROM Expo '91 was the first time a relatively small WEC show featured a single strong graphic element: the man holding a mallet. Dave Bradway, Martha Watjen and Minor had the luxury of sitting down far enough in advance to develop ideas for a suitable image. The "CD-ROM Works" conference theme was the key. "We wanted to show that CD-ROM technology is not a mysterious, high-tech thing, but actually a tool that can replace traditionally labor-intensive work," Minor said.



Peter Minor created this image to reinforce the "CD-ROM Works" theme.

PUBLIC RELATIONS

Pubic Relations Coordinator **Rachel Winett** serves as the show's primary press contact. With the assistance of WEC's public relations firm, she maintains a complete media list. She writes press releases, creates a press invitation and a press kit, and keeps the media up-to-date on conference information and exhibitor participation. Winett also contacts exhibitors interested in re-

- SEE PAGE 3

CD-ROM

- FROM PAGE 2

serving time for press briefings and to announce new products. She receives show-related articles and calendar listings and distributes them to the staff.

ATTENDEE SALES

Account Representatives **Carolene deWitte**, **Lynn Fullerton**, **Susan Granata** and **Matt Mandino** are the primary points of contact for attendees interested in advance registration. The team makes phone calls to individuals with the highest potential of attending the show out of the 100,000 prospective attendees who have received the inquiry generator. Team members make between 50 and 75 phone calls apiece, each day, in addition to answering general inquiries.

Fullerton said that of the U.S. shows she's worked on, CD-ROM callers "are the most enthusiastic, because they're often the only ones in their company dealing with this technology, and they can't wait to learn more and meet with people who have similar responsibilities." One of the most satisfying parts of her job is building relationships with people from year to year. "It's especially nice to go on-site and meet the people you've spoken to," she said.

EXHIBIT SALES AND MANAGEMENT

The Mitch Hall Associates team of Jeff Arcuri, Janet Sarofeen, David Eliot and D.J. Castelone handle all exhibitor relations. Mitch Hall sells booth space, secures information and ads for the program guide, and tends to any special exhibitor requests.

Two to three days before the show the group is on the floor dealing with the decorator to set up the booths. They also manage the security and maintenance of the floor. This year, many of the exibitors agreed to come only if Mitch Hall guaranteed to ship their booths directly to Comdex, thus creating a particularly busy post-show scene. Mitch Hall also is responsible for keeping track of the number of hotel rooms reserved or cancelled.

WEC: Still Growing After 20 Years

World Expo Corp., which today runs 58 computer-related exhibitions and conferences in 18 countries around the world, can trace its humble beginnings to the living room of IDG Chairman **Pat McGovern**'s home cum corporate headquarters on Austin Street in Newtonville, Mass.

Launched in 1972 to capitalize on the then-booming minicomputer industry, the IDG Conference Company began life as a traveling road show exhibiting hardware from a variety of U.S. IT companies. The eight-member staff would load the nine-van caravan with equipment that would be driven to major cities throughout the U.S. for exhibit. Because most computer companies in the early 1970s did not have regional marketing operations, IDG's first foray into "show biz" enjoyed a very successful six-year run filling this void.

With the advent of a growing number of regional sales offices, the Conference Company shifted its focus to stationary exhibitions and in 1979, the group's first show, Communication Networks (ComNet) made its debut in Washington D.C. The first show boasted 27 exhibitors occupying 55 booths and 800 attendees.

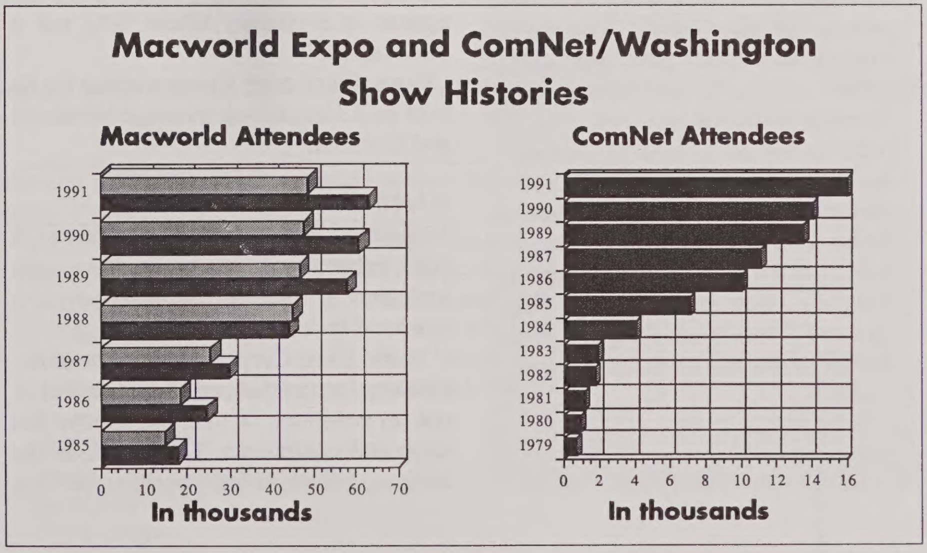
In 1980, the company moved under the CW Publishing roof and changed its name to CW Conference Management Group. During the early 1980s, CW Conference Management Group produced the IDC conference series and a number of other special events.

In 1985, Mitch Hall managed the premiere Macworld Expo in San Francisco. This hugely successful show attracted 15,000 attendees in its first year.

In 1987, the Conference Management Group was spun out as a separate business unit and moved out of the CW Publishing offices in Framingham. At the same time, IDG also created a separate agency — the Marcomm Group — to handle the marketing needs of several IDG divisions including CMG. During this transition, CD-ROM Expo was launched with approximately 1,550 people in attendance.

When the Marcomm Group disbanded in 1988, the IDG World Expo Marketing Services Group (WEMS) was formed from Marcomm employees who had been involved in promoting the IDG trade shows and conferences. This group was folded into World Expo Corp. during the reorganization in May 1990.

Today, WEC's worldwide staff of approximately 55 employees produces more than 55 shows including 16 Macworld Expos currently being offered in 19 countries around the world. The show continues to be a mainstay of the conference group.



Details, Details

Vice President of Operations Bill Sell lists just some of the details show organizers must consider.

- **When arranging conference chairs rows should not exceed more than 4 deep. People will not want to crawl across 18 bodies to attend a conference.**
- **One hundred people in a closed room will raise the temperature 2 degrees per hour. Provide air conditioning and talk to maintenance people the day before the show to make sure it will be warmer in the morning and colder in the afternoon (to keep people awake).**
- **Eliminate confusion with easy to read signage.**
- **Keep clocks away from registration area. If the line is moving slowly, you don't want people to get impatient.**
- **Attract attendees to the back of the exhibition floor. The strategy is similar to that of laying out a grocery store. The orange juice and milk are always in the back because consumers must pass through other aisles to get there. Enhances impulse buying.**
- **Bring cotton glove to conference sessions in case the overhead projector lightbulb needs to be changed. This doesn't just eliminate the chance of burned fingers, but it prevents the grease from your finger from burning out the quartz Halogen bulb.**

World Expo Stays On 5 Tracks

For over 20 years World Expo Corp. has successfully produced IT expositions and conferences. In order to ensure having the most successful shows the Executive Committee, consisting of President and CEO **Cherif Moujabber**, Executive Vice President/ North America **Rich Caplan**, Senior Vice President **Bill Leitch**, Vice President, Planning and Operations **Bill Sell** and Director Marketing Services **Jonna Yager** relies on a five-point strategic planning procees

The strategic planning process is based on a 5-track premise broken down into research, exhibitor sales space, visitor promotion, logistics and creating a conference that will tie into the expo.

According to Moujabber, "Each track has its own timing. However, the key to a successful strategy is to do all five skillfully and parallely."

Although not always the rule, WEC does tie in IDG's worldwide empire of publications to its line of shows and conferences. Macworld Expo is an example of a very machine/magazine-specific show that often debuts in a country once a publication has been established. But, in the case of Macworld Expo/Japan, the show was planned first and used as a forum to launch *Macworld Japan*. SunWorld is another example of a show that does not always appear in a country where IDG has a publication.

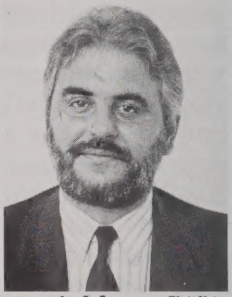
Examples of other shows without the tie in of an IDG publication include Windows and ComNet.

HAND-IN-HAND

Moujabber noted, "When working with IDG publications, we try to have both units benefit directly, and indirectly — it is a hand-in-hand camaraderie."

World Expo Corp. is well aware of extraneous factors that can affect whether or not an exhibitor or attendee enjoys the expo and conference. These include the airlines, hotels, shuttle bus/taxi service, food and the last-minute cancellations. With this in mind, WEC makes every effort to give exhibitors and attendees the with a well orchestrated event. Sell explained, "When we have a client come to a show, we want to leave the impression of high-quality standards, inviting atmosphere, and unparalleled professionalism."

WORLDWIDE STRATEGY



Moujabber

World Update

Expanding WEC core shows overseas entails careful execution of the planning phases as well as tailoring the shows to meet the individual countrys' needs. However, part of WEC's worldwide strategy is to continue to grow and gain equal dominance among its five core shows.

According to Caplan, "At the moment, the bulk of our business is made up of Macworld Expo and, to a lesser degree, ComNet events. Over the next few years we will increase our presence in the PC market and UNIX market and other high-growth niche markets such as object oriented technology and multimedia. In addition, we are projecting a goal whereby the vast majority of revenue and profit will have an even split between our North American events and those taking place overseas. WEC is well on its way to being one of the preeminent IT show organizers in the world."

"When launching a show internationally, it is important to establish a need in the market place for a clonable, WEC core product. Before launching a show, WEC looks at the country's installed base. If there is a show already existing, WEC strives to do a more professional job by working with IDG business units and local agents to produce shows with local experts in the field," Moujabber said.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK October 21, 1991

EXECUTIVE SECRETARY (WEC)
Candidate will provide support to the President, Vice Presidents, and the Office Manager, to whom the position reports. Responsibilities include but are not limited to: travel arrangements, transcription, word processing, assisting with WEC accounting process and ordering office supplies. Candidate must possess strong executive level support skills, typing as well as written and oral communication skills, including an excellent command of grammar and spelling. Should be familiar with word processing and spreadsheet packages.

TECHNICAL SUPPORT SPECIALIST (IFW)
Responsibilities include hands-on maintenance and support of all PC, LAN and publishing systems. Candidate must have 3 to 5 years technical support experience and advanced skills in electronics. Hardware and data communications highly desirable. Novell LAN experience a plus.

COMPUTER HARDWARE/SOFTWARE ANALYST (IFW)
Candidate will research emerging technologies, define objective tests to compare these technologies and explain these tests and their results to other members of the test center and editorial department. Very strong background in microcomputer and business applications required. Must possess LAN expertise, extensive experience with popular business applications and superior written and verbal skills. Some knowledge of 3rd generation languages (C, Pascal, etc.) needed, BS in Computer Science a plus.

DATABASE TECHNICIAN (IFW)
Responsibilities include testing Relational Database software, programming languages and PC hardware testing. Candidate must have a strong working knowledge of microcomputers, as well as superior written and verbal communication skills. Relational Database programming experience, 3rd generation language knowledge and LAN experience required. BS in Computer Science a plus.

ASSISTANT MANAGING EDITOR (PCW)
Candidate will work with Managing Editor to track and supervise copy flow through copy edit, art and production to assure compliance to the editorial schedule. Understanding of editorial process and command of detail required. Experience in IBM PC or compatible computer industry preferred. Excellent organizational, verbal and written communication skills a must. Prior supervisory experience a plus.

TELEMARKETING SALES REPRESENTATIVE (IMI)
Candidate will sell new and existing marketplace advertisers for *Publish* magazine. Responsible for actively soliciting ad space by telephone. One or 2 years prior experience in direct telephone sales required. Working knowledge of PC's, products and marketplace a must. Candidate must possess excellent oral and written communication skills, organizational and analytical abilities as well as MAC skills.

ASSOCIATE EDITOR (NEWS) (SWP)
Responsibilities include assigning and editing workstation industry news for a growing department in *SunWorld*. Experience as a reporter or news editor required. Knowledge of the UNIX industry and advanced networked computers preferred.

ADMINISTRATIVE ASSISTANT (MAC)
Candidate will perform administrative tasks for Technology & Issues conferences and events for the Special Projects Department. Must possess strong organizational and communications skills and the ability to work under pressure. Working knowledge of the Apple Macintosh computer and software a must.

SUBSCRIPTION PROMOTION SPECIALIST (IDG/P)
Responsible for development, implementation and analysis of circulation promotional efforts. Requires excellent organizational and time management skills and detailed knowledge of magazine direct marketing techniques. At least 2 years of direct marketing and analysis experience required.

SALES REPRESENTATIVE - VIDEO PRODUCTS (TMG)
Candidate must have previous sales experience with selling consumer products into distribution channels and prospecting new business. Strong written and verbal communication skills required. General computer knowledge and creative marketing skills preferred.

DESKTOP PUBLISHING MANAGER (A+)
Responsible for coordinating all Macintosh -related activities including networks, researching, and evaluating new equipment. Candidate will also troubleshoot hardware/software problems and act as in-house consultant for pre-press related issues. Will serve as technical advisor and trainer. Technical proficiency on the Macintosh required.

RECEPTIONIST/SECRETARY (GPI)
Responsibilities include answering phones, greeting clients and various office management duties. Candidate will also support the President with administrative and clerical functions. 3 to 5 years related experience and Macintosh proficiency required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP	Elaine Ouellette (508)872-8200	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: October 21, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	President/Publisher	Boston, MA	W. Boyd	**NO PHONE CALLS**
IDG	Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Entry Level Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	International Projects Asst.	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Registration Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Mgr. of Advertising Operations	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
IDC	Part-Time Human Resource Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
IDC	Group Marketing Specialist	Framingham, MA	L. Bishop	(508)872-8200
IDC	Research Analyst, Appl.Dev.Tools	Framingham, MA	T. Picardi	(508)935-4193
IDC	LAN Analyst	Framingham, MA	L. Doyle	(508)935-4309
CBP	Part Time Accountant	*CBP*, Wakefield, MA	E. Bocko	(508)935-4534
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
IFW	Technical Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Computer Hdware/Sftware Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Database Technician	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Advertising/Production Coord.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant to the Publisher	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Assistant Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Administrative Assistant	San Francisco, CA	T. Ohara	(415)978-3204
PCW/MPC	National Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Executive Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Senior Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)243-0500
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Telemarketing Sales Rep.	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Executive Editor	*NextWorld*, San Francisco, CA	D. Ruby	(415)978-3191
SWP	Associate Editor (News)	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
SWP	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
SWP	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
SWP	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Human Resources Admin. Asst.	*CWPI*, Framingham, MA	L. Nightingale	(508)879-8162
CWPI	Copy Editor (2)	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
IDG/P	Subscription Promotion Specialist	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TMG	Sales Representative-Video Prod.	Peterborough, NH	K. Blakeman	(603)924-0115
TMG	Technical Director	Peterborough, NH	L. Legasse	(603)924-9384
A+	Desktop Publishing Manager	Peterborough, NH	D. Muse	(603)924-0392
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

Rule No. 1: Marketing is First and Foremost at WEC

*World Expo Corp. Director of Marketing Services **Jonna Yager** responds to some questions about her area of expertise.*

Yager World Update

WU: As a member of the WEC Executive Committee, could you describe your areas of concentration, job responsibilities and the reporting structure?

JY: I report to Rich Caplan. I'm responsible for the WEC exhibitor and attendee promotion and manage the marketing group. As a member of the Executive Committee I represent the marketing function of World Expo. The people who report directly to me and their titles are: Judy Dandison, promotion manager; Martha Watjen, account manager; Peter Minor, senior graphic designer; Christine Krajewski, marketing coordinator; Janet DuBois, print/production coordinator; Bonnie O'Connor, account manager; Maureen McCann, administrative assistant and Rachel Winett, PR intern.

WU: What specifically do you find challenging about your job?

JY: What challenges me most is the opportunity to work on so many different WEC events. With the show team concept everybody get assigned to specific events. My position allows me to get involved at some level in the marketing efforts for most of our shows. (Sometimes it's a challenge just keeping all the shows and their marketing efforts all straight!)

WU: When promoting a show what do you focus on first?

JY: When promoting a show I first focus on the market and how big the potential universe of exhibitors and attendees might be. If there is an IDG publication sponsoring the event I look at the circulation statement and study reader demographics.

WU: How far in advance of a show do you begin promotion efforts?

JY: Promotion efforts begin as soon as we know there is going to be an event. Eighteen months prior to an event is ideal to begin exhibitor promotion. However, we usually are not afforded that luxury.

WU: Are there specific stages that promoters go through? Can you outline in chronological order the steps involved when marketing a show for WEC?

JY: Stages of promotion are very basic.

- Market research
- Media plan
- Budget
- Schedules
- Develop creative concept and event theme
- Create ads and mail packages
- Analyze marketing efforts

WU: Given the many transitions World Expo Corp. has undergone over the years, do any highlights stand out?

JY: One of the greatest highlights for me was the premier of Macworld/Expo San Francisco in 1985 when the event had more than 15,000 attendees. Then, when WEC announced 17 Macworld Expos worldwide in 1990, that was significant because the show had grown so large so quickly.

WU: What is the scope of what you supervise? For example, If there is a SunWorld Expo in Tokyo, who does the marketing for that show? Do you supervise international marketing efforts as well?

JY: My responsibility is mostly for marketing the World Expo domestic events. I do get involved with the promotion to U.S. exhibitors for WEC events overseas.

Our partners in each country handle the attendee promotion and other exhibitor marketing efforts. I am also involved in globally promoting our trade show series like Macworld Expo or the ComNet International series.

10 Steps to Good Show Organization

1) Conduct market research to determine the need and viability of a show.
2) Create viable business plan.
3) Create strong internal team to manage the show.
4) Determine proper timing and venue.
5) Implement a strong sales campaign.
6) Create a comprehensive conference program.
7) Effectively communicate the benefits of the event to the marketplace.
8) Determine appropriate on-site requirements for decorations, exhibitors and attendees.
9) Create comprehensive exhibitor and attendee surveys to receive feedback on the event.
10) Analyze survey results, make appropriate changes to create a better show.

— Richard Caplan,
WEC Executive Vice President/ North America

Worldwide Staff Expands WEC's Reach

In addition to its Framingham headquarters, World Expo Corp.'s global reach now includes offices in France, Germany, the U.K., Hong Kong, Japan and Australia.

VERSAILLES (EUROPEAN HEADQUARTERS)

Patrick Dexyl, WEC Vice President/Europe, joined IDG to establish a WEC European branch office in France in December 1989. Originally located in the St. Germain en Laye business center outside Paris, the office moved to another suburban location, Versailles, earlier this year. The staff is housed in a centuries-old building that dates back to Louis XIV.

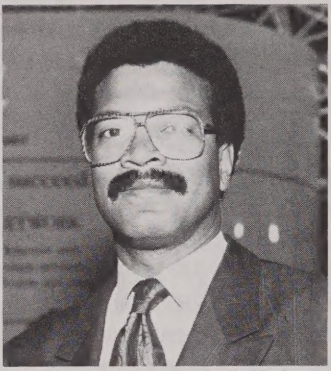
Dexyl's group is responsible for coordinating WEC operations in Europe, Eastern Europe and the Middle East. WEC's European activities have experienced tremendous growth in the past two years, from only one or two affiliated projects to more than 25 shows in all five WEC product families.

Several events are produced directly by WEC employees throughout Europe, while many more are coordinated and staged by joint venture partners. The Versailles office also oversees financial reporting and budget management for many international shows.

Three other staff members assist with WEC/Versailles' growing number of responsibilities. **Patrick Baffoy**, who joined WEC/Versailles in February, assists Dexyl with all financial, accounting and legal matters. **Marie-Francoise Bon** came on board in March to handle office administration. Product Manager **Shiva Singh** joined the group last week to coordinate marketing efforts for all ComNet shows in Europe, among other activities.

The WEC/Versailles staff (L-R): Patrick Baffoy, Patrick Dexyl and Marie-Francoise Bon. Not pictured is Shiva Singh.

MUNICH



Blackman

World Expo/Germany

WEC first established a presence in Germany in 1990. **Mike Blackman**, formerly European business development director for show organizer Andry Montgomery for the past eight years, became WEC/Munich's general manager in July. He is assisted by Sales Manager **Susan Gotwalt** and Project Assistant **Karin Gotwalt**.

In 1992, the group will be responsible for sales, marketing and logistics associated with four other shows: Macworld Expo, UNIX Forum and SunWorld Expo in Berlin and PC Windows in Frankfurt. One of Blackman's roles is to coordinate the marketing efforts for all Macworld EXPO shows in Europe.

The Munich office is also the contact point for all Eastern European shows. Currently, the focus is on PC World Forum/Moscow, but a Computerworld show in Prague is in the works for next year.

According to Blackman, the biggest challenge for him is trying to compete with the large fair organizers in Germany. The SYSTEMS and CeBIT shows, for example, are run by organizations associated with the cities of Munich and Hannover, respectively, and as such they are not as profit-oriented as shows sponsored by a private firm like WEC. However, Blackman feels the tide is shifting in WEC's favor. "All of our shows are in niche markets, and more people are recognizing the importance of niche events," he said. "There's a feeling out there that the big shows are too big these days."

LONDON

Gorman

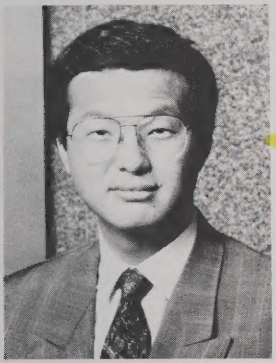
World Expo/U.K.

After working in various publishing jobs for IDG U.K. since 1986, **Jane Gorman** moved over to the expo and conference side of the company in July 1990. As sales manager she handles all accounts and revenue for Macworld Expo/Birmingham and reports to Patrick Dexyl on the status of clients.

While most of the companies Gorman deals with are based in southeast England, she also attends Macworld shows in San Francisco, Boston and Amsterdam. "These are good opportunities to talk to international clients about what is involved in coming to the U.K.," she said.

Gorman spends most of her time meeting with potential clients and developing other accounts to take them further along in the process of signing up for a booth. She said that as a one-person operation she also gets involved with jobs that fall into the "logistics" arena in order to keep her customers satisfied. Gorman also handles "an endless stream of incoming calls. I often hear from clients interested in other WEC shows outside the U.K., and I can steer them in the right direction."

HONG KONG (ASIAN HEADQUARTERS)



Sun World Expo/Asia

With the number of shows in the Asian market growing rapidly, WEC welcomed **Cary Sun** this summer to the newly created position of vice president/Asia Pacific region. Sun spent the past 10 years with Cahners Exposition Group, first in Chicago followed by eight years in the Far East.

Sun oversees existing shows in the region and has been exploring new venues, including "the huge market called China." He is based in the office of Asia Computerworld Communications in Hong Kong. Because of the enormous potential in Japan, Sun has been spending a fair amount of his time in Tokyo while also supervising Macworld/Hong Kong and ComNet Korea.

TOKYO

WEC Representative **Setsurou Tamai** serves as the local World Expo contact in Japan, working out of the IDG Communications/Japan office in Tokyo. He reports to Vice President/Asia Pacific Cary Sun. Tamai, who joined IDG in 1989, works on a growing number of shows in Tokyo, including Macworld Expo, PC Windows Expo, UNIX Expo, and SunWorld Expo. The overwhelming success of Macworld Expo last February added tremendously to the visibility of IDG in Japan. **Norio Ojima**, who handles operations and planning, and **Megumi Okamoto**, who coordinates international promotion and sales, joined WEC Japan earlier this year to cope with the heavy workload. The team's close ties to both IDG publications in Japan has proven to be extremely beneficial for IDG as a whole.

AUSTRALIA

WEC General Manager **Alan Tayt** and Representative **Maxine Czysnok**, based in the IDG Communications office in New South Wales, are World Expo Corp.'s representatives for Australia. Newcomers **Neville Maloney**, bookeeper and **Filomena Polito**, office assistant, joined them this month. WEC/Australia organized three shows in 1991, including Australia's first Windows World Expo and Conference in March. With the severe recession still lingering, the WEC team has had to work doubly hard to minimize that negative influence. In 1992, WEC/Australia will add at least two more shows to its portfolio.

When World Expo Corp. produces a show in a country in which there is no WEC office, such as ComNet Korea or EuroComNet in Amsterdam, then most of the show management is done out of Framingham. Much of the marketing promotion and show planning is done there, although the Framingham staff frequently draws on the expertise of other WEC or other IDG colleagues around the world.

World Expo Corp.'s ISPN Taps Local Expertise

The International Sales and Promotion Network (ISPN) is the new kid on the WEC block—but in name only. Many of the players behind ISPN and the roles they carry out have existed ever since IDG got involved in expositions.

ISPN was created as a distinct entity earlier this year as a way of formalizing WEC's worldwide network of agents and partners. "Agent" refers to a person or organization that works for WEC on a commission basis to sell booth space in shows. Selected IMS offices, for example, can serve as ISPN agents. "Partner" refers to the organizational side, whereby an organization will sign a joint venture or other agreement to produce a show and handle logistics, local sales and attendee promotion in a given country. RAI, which produces EuroComNet in Amsterdam, is one example.

"ISPN allows us to better increase our global reach by teaming up with people who know the local markets and the players," said International Projects Manager **Terry Coe**. "It shows the extent of our worldwide marketing capability."

Coe World Expo Corp.

Coe is responsible for most of the U.S. sales portion of ISPN, selling foreign shows to U.S. companies interested in exhibiting. However, International Projects Manager **Dorothy Ferriter** sells ComNet International shows to U.S. exhibitors, Marketing Coordinator **Deborah Paul** sells international Macworld Expo shows to U.S. firms, and Show Manager **Ron Toran** does the same for SunWorld Expos inside and outside the U.S.

Outside the U.S., WEC Vice President/Europe **Patrick Dexyl** serves as ISPN's European manager and determines who the sales representatives should be in that region. In Asia, Vice President/Asia **Cary Sun** sells shows outside the region to Asian firms.

Do-er's profile

Dody Keefe

- **HOME:** Framingham, Mass.
- **JOB TITLE:** Receptionist at World Expo Corp.
- **JOINED IDG**: October 1989
- **DREAM VACATION**: Austria
- **LAST BOOK READ:** *Everything that I Needed to Know I Learned in Kindergarden* by Robert Fulgum
- **BEST PART OF YOUR JOB:** Interacting with people
- **WORST PART OF YOUR JOB:** Phone mail
- **FAVORITE FOOD:** Lobster
- **IS THERE SOMETHING YOU CAN'T DO, BUT WISH YOU COULD?** Play golf well.
- **IS THERE SOMETHING YOU DO, BUT WISH YOU DIDN'T?** Play golf badly.
- **FAVORITE QUOTE:** To paraphrase Will Rogers, "I never met a person I didn't like."
- **SOMEONE YOU ADMIRE**: Beverly Sills
- **FAVORITE MUSIC:** Smooth jazz
- **GOAL IN LIFE:** To be tall, thin and wealthy.

World Update

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
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CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp. is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World expo Corp., runs 48 computer-related exhibitions and conferneces in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Eastern European managers mingle in Munich

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IDG rounds up "most wanted" clients

- PAGE 4

New faces in place at *CW* news desk

- PAGE 6

IDG World Update

VOLUME 21, NUMBER 44
OCTOBER 28, 1991

World Update

The *PC World Middle East* team donned their new IDG sport packs before embarking on a cruise down the Nile.

Cairo-based Title Marks IDG Entry into Arab World

PC World Middle East officially joined the IDG family last week with a gala launch party in Cairo. The publication, formerly *Business Computer User Middle East*, has gone through a two-month transition into *PC World*.

The setting for the launch party was a former palace built to house the Empress Eugenie of France, wife of Napoleon III, when she visited Egypt for the opening of the Suez Canal in 1869.

More than 100 guests representing most of the Egyptian IT industry were greeted in an ornate hall. After refreshments they climbed the grand staircase to an upper chamber for presentations about *PC World* and IDG.

Mohamed Wafai, president of IDG partner Wafai & Associates, greeted the guests and offered a brief sketch of the plans for growing *PC World Middle East* into the most influential IT publication in the region. IDG International News Group President **David Hill** gave a slide presen-

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IDG Books Signs Deal for Compaq Book Series

IDG Books Worldwide signed an agreement with Compaq Computer Corp. for the joint development of a new book series entitled the *Compaq Authorized Editions*. The authoritative series will be dedicated to providing timely, quality information and to expanding on Compaq's extensive customer support program.

According to President of IDG Books Worldwide **John Kilcullen**, "The Compaq-IDG Books series is a testament to Compaq's commitment to providing ongoing support of its products to its customers."

IDG Books will select, subject to Compaq's approval, authors for the books, which are aimed at sophisticated Compaq users and developers.

Books currently planned include the *Compaq Official PC Configuration Handbook, Compaq Official Guide to Integrated Systems Using Novell Software* and the *Compaq Official Illustrated Computer Dictionary*. The first two titles will be published in mid-1992.

IDG Chairman **Pat McGovern** said that the new series underscores IDG's corporate mission of being the world's leading supplier of information services on infor-

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Calendar

- **NOVEMBER 7-9**
  Macworld Expo/Sydney
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **NOVEMBER 13-16**
  IDG Worldwide Managers Meeting
  Laguna Niguel, Calif.

- **NOVEMBER 11-15**
  Macworld Expo/Mexico
  Mexico City, Mexico

- **NOVEMBER 26-28**
  Macworld Expo/Asia
  Hong Kong

- **NOVEMBER 26-29**
  Macworld Expo/Austria
  Vienna, Austria

- **DECEMBER 3-4**
  UNIX Fair '91
  Tokyo, Japan

- **DECEMBER 11-13**
  Media World Expo
  Tokyo, Japan

- **DECEMBER 11-13**
  CD-ROM Expo
  Tokyo, Japan

- **DECEMBER 18-20**
  Portable Computing & Communications
  Tokyo, Japan

- **DECEMBER 19**
  IDG Board of Directors Meeting
  IDG Headquarters
  Boston, Mass.

- **JANUARY 12-15**
  Macworld Expo/San Francisco
  Moscone Center & Brooks Hall
  San Francisco, CA

Managers Explore IT Synergies

IDG Germany

IDG's Eastern European managers gather outside the IDG Germany office in Munich. From left: Eckhard Utpadel (Germany), Istvan Biro (Hungary), guest, Sakir Batumlu (Turkey), Wieslaw Migut (Poland), Boris Antoniuk (U.S.S.R.), Vladimir Tichy (Czechoslovakia), Vilko Novak (Yugoslavia) and Tatiana Hinova (Bulgaria).

Drawn together by geography and, in most cases, the challenges of launching publications in new markets, IDG's Eastern European managers held their first regional meeting in Munich this past August.

IDG Germany General Manager and host **Eckhard Utpadel** opened the half-day session by citing IDC figures to outline current and future IT markets in Eastern Europe. His talk was followed by country updates from each manager.

In other presentations, IDG U.S.S.R. General Manager **Boris Antoniuk** talked about establishing printing and production facilities in Moscow, IMS/Germany Director **Tina Olschläger** discussed advertising prospects and IDG Czechoslovakia General Manager **Vladimir Tichy** explored synergies that could be developed in the areas of editorial and circulation. The group also heard from World Expo Corp./Germany General Manager **Mike Blackman**. *Computerwoche* Publisher **Ralph Peter Rauchfuss** discussed opportunities at the Europe '92/Software in Europe exhibition.

Given the communications problems that still plague Eastern Europe, the group plans to meet face-to-face more frequently. Future gatherings will likely be scheduled when members are in the same city attending a major fair or conference.

IDG Books

-FROM PAGE 1

mation technology. "IDG Books Worldwide has, in only 14 months, published more than five national best-sellers. *Compaq Authorized Editions* will be a distinguished addition to the IDG family of books."

According to President and CEO of Compaq Computer Corp. Rod Canion, "We share with IDG a long-recognized commitment to customer service and satisfaction. These books will augment our strategy to provide the finest, most comprehensive support materials available in the computer industry today."

On the international front, IDG Books Worldwide expects that the new line of Compaq books will be translated into German, French, Italian, Dutch, Spanish and Japanese by late 1992.

On line

ASK WALTER

Q **Does the return of an international editors meeting in April 1992 indicate that there won't be any more Product Line Meetings?**

A There is not only an international editors meeting scheduled for FY '92, there are also meetings for U.S. publications in all of the major publishing disciplines — advertising sales, marketing, production, circulation and research.

The concept for both is to share more information and transfer know-how between our operating groups.

We feel that the more our colleagues from various operating units have an opportunity to get together to share this information the better it will be for the overall good of IDG and will certainly help to further solidify our position as the most important publisher in information technology.

Between all of IDG's various U.S. publications, there is probably more concentrated publishing knowledge than in any other publishing group anyplace in the world. A chairperson has been appointed to head up each functional meeting in the U.S. and to be the central coordinator making sure that all of the operating groups have equal input into the meeting agenda and that all of the important issues in each of the disciplines are effectively covered.

In addition, we have asked *Macworld* Publisher Jim Martin to oversee the entire project so that someone who is totally involved in day-to-day operations is on top of the project and can accurately evaluate meeting content ensuring that present and future needs of our readers and advertisers are properly addressed.

These meetings will not displace Product Line Meetings. As almost everyone knows we have just completed an extensive series of Product Line Meetings on all of our core products. These meetings have been given in every part of the world during the past fiscal year and will continue to be held in the future as market and/or product information changes or advances in some significant fashion.

Q **With the recent launch of IDG Australia's *Reseller*, which joins France's *Distributique* as the only IDG publications catering to the reseller market, could you tell us if IDG is planning to establish a product line similar to *Computerworld* or *Macworld*?**

A At the moment there are no plans to start a product line of reseller publications. This will be up to the individual country managers to best determine what is appropriate for their various markets. It should be pointed out however that we have other special "supplements and extras" in various countries that from time-to-time cover this market niche.

Q **In an earlier column you described the function of the Executive Advisory Operations Committee (EAOC) which is composed of all U.S. publishing group presidents. Does IDG have similar advisory groups outside the U.S.?**

A While we do not call it an EAOC offshore we do indeed have very regular meetings around the world that perform the same function as our quarterly meetings here in the U.S. We have, for instance, quarterly meetings of all European presidents as well as less regular meetings for the Asia/Pacific region and Latin America.

At each of these meetings the agenda is open to one and all and we regularly discuss the same types of operational and management issues that are addressed at the EAOC.

We have found these meetings to be very productive as they lead to greater cooperation between our independent operating units and more often than not they lead to the generation of ideas and tips that can be used across national boundaries.

Q **For how many consecutive quarters can a publication fail to meet its plan before discussion is initiated concerning folding the publication? Does this timetable vary from publication to publication, and why?**

A There is no set policy for closing down a publication. The decision is almost always made by the operational head of the unit in question and is usually based on market facts and/or conditions.

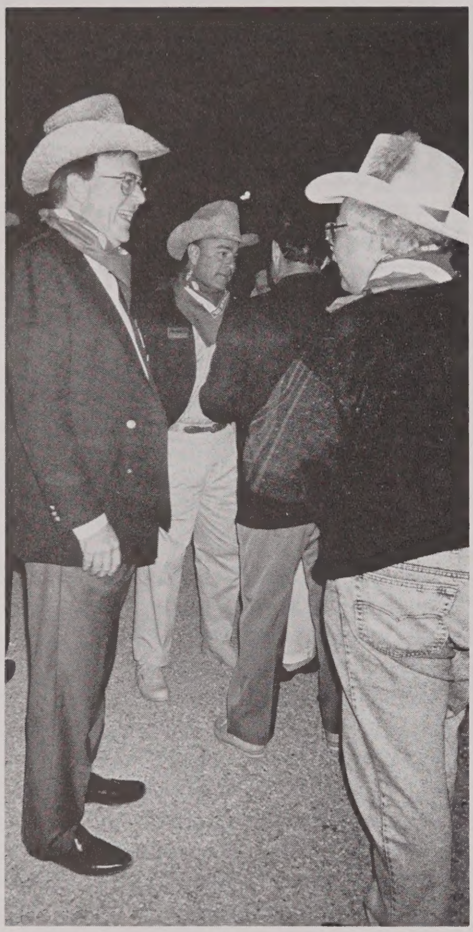
Plans for all of IDG's products and services are approved at the beginning of each business year and many of these include "investment" properties. These are publications or services that are either new to the market or are being relaunched due to changing market conditions. IDG accepts or rejects the amount of the investment and, if accepted, puts that project on a cash basis, whereby we limit our investment in the project and the unit manager stays within the cash flow allocation made to and agreed upon between the manager and IDG.

If the project falters and does not live within the cash flow allocation it will often become obvious that we are simply not in the right place with the right product at the right time. This would lead to the closing of a publication. There are exceptions, but these are handled on a case-by-case basis.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

IDG's "Most Wanted" Attend Comdex



Pat McGovern tells a few tall tales to CIO's Joe Levy.

IDG employees the world over converged on Comdex last week for the 12th annual computer exposition in Las Vegas.

More than 1,800 exhibitors from 22 countries and tens of thousands of attendees jostled for space at this year's event, which covered approximately 2.2 million square feet at five sites.

The IDG cafe, organized by the Marketing Services Division, served as an oasis where employees and clients could meet, relax and have a light snack. Half the area was furnished with tables for eating while the other half was furnished with comfortable couches, armchairs, coffee tables and telephones. The resulting environment was highly conducive for business deals with new and existing customers. After hours on opening night, IDG's annual party took on a country-western theme. A Dolly Parton look-alike entertained the crowd, and photos of IDG executives and Executive Committee members wearing cowboy hats were plastered on "Most Wanted" posters around the hall.

***InfoWorld*'s Stewart Alsop uses his laptop computer in the comfort of the IDG cafe.**

A visitor stops by *Computer Buying World* to chat with George Bond.

The *CIO* staff prepares for an onslaught of attendees.

Keiichi Maesato and David Hill (third and fourth from right) enjoy the company of some of IMS' Japanese clients.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK October 28, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

SUBSCRIPTION PROMOTION SPECIALIST (LPC)*
Responsible for development, implementation and analysis of circulation promotional efforts for *LOTUS* magazine. Requires excellent organizational and time management skills and detailed knowledge of magazine direct marketing techniques. At least 2 years of direct marketing and analysis experience required.
****CORRECTION: Previously listed under IDG/P***

MAIL CLERK (IDC)
Candidate will be responsible for processing and delivering mail and supplies, picking up mail from Post Office, and making warehouse runs. Position also includes organization of inventories and a wide range of other miscellaneous duties. Qualified candidate must possess a valid drivers license with an excellent driving record.

PROGRAMMER ANALYST (CBP)
Candidate will design and develop database applications to support IDG's *Computer Buying World* magazine in Wakefield, MA. Extensive Foxbase/dBase proficiency required at this mixed Mac/PC networked location. Position requires detailed knowledge of Mac hardware, operating systems, utilities and networking. "C", Basic, UNIX, VAX and other minicomputer experience a plus. 2 to 3 years experience plus AS/BS in computer technology expected.

ASSISTANT TO THE EDITOR IN CHIEF (MAC)
Responsible for ensuring the efficient operation of the Editorial department by facilitating all incoming and outgoing communications for the Office of the Editor In Chief. Candidate will perform administrative and event planning tasks for the Editor in Chief of *MacWorld*. Requires strong organizational and communication skills, as well as the ability to work well under pressure. Working knowledge of Apple Macintosh computer, Microsoft File, Excel and MacWrite software programs a must.

SUBSCRIPTION ASSISTANT (MAC)
Candidate will coordinate the Expo Subscription Program, traffic subscription insert cards and certain other subscription promotions while working closely with the magazine printer. Position also requires assistance in analysis. Additional duties include answering customer service inquires and providing some clerical support. Requires attention to detail, ability to meet deadlines, good phone manner, love of magazine publishing and the desire to learn at all levels of circulation.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

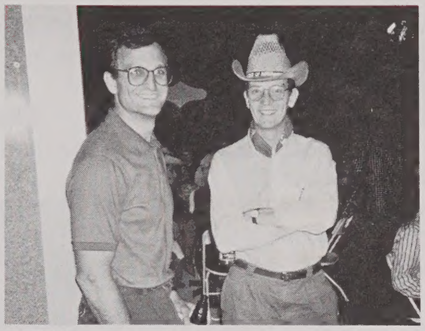
Revised: October 28, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	President/Publisher	Boston, MA	W. Boyd	**NO PHONE CALLS**
IDG	Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Entry Level Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Credit Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Department Asst.	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
WEC	Executive Secretary	Framingham, MA	M. Cornetta	(508)935-4734
WEC	International Projects Asst.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Mgr. of Advertising Operations	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	District Sales Mgr./West Coast	*NetworkWorld*, Irvine, CA	D. Mahlmeister	(708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Copy Editor	Framingham, MA	C. Sparrow	(508)935-4211
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Part-Time Human Resource Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
CBP	Programmer Analyst	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Part Time Accountant	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
IFW	Technical Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Computer Hdware/Sftware Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Database Technician	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Advertising/Production Coord.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant to the Publisher	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Assistant Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Western Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Executive Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Senior Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)243-0500
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Research Manager	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Telemarketing Sales Rep.	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Executive Editor	*NextWorld*, San Francisco, CA	D. Ruby	(415)978-3191
IMI	Associate Editor (News)	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
IMI	Lab Technician	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
MAC	Subscription Assistant	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Human Resources Admin. Asst.	*CWPI*, Framingham, MA	L. Nightingale	(508)879-8162
CWPI	Copy Editor (2)	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Asst. News Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TMG	Sales Representative-Video Prod.	Peterborough, NH	K. Blakeman	(603)924-0115
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

IDC
INTERNATIONAL D

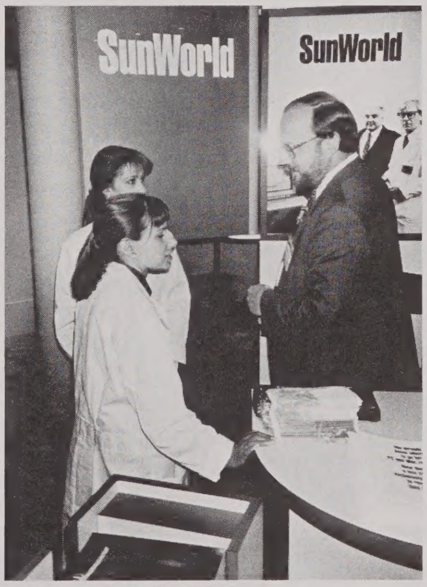
Denise Haines shows a client some of IDC"s recent reports.

MSD's Kelly Conlin demonstrates the importance of Corporate Value No. 6 with a Dolly Parton look-alike.

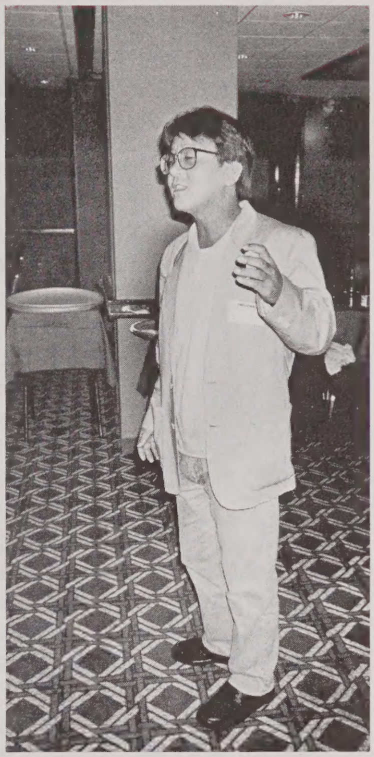


MSD's Peter Horan dressed down for the occasion, unlike *CW*'s Gary Beach.

Walking tall, Bob Farmer talks to a posse of clients.


SunWorld
SunWorld

Roger Strukhoff discusses SunWorld's new lab with attendants.



***Computerworld Japan's* Yoshimoto Matsuura strikes a pose.**

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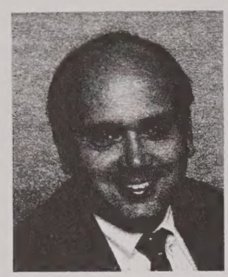
All photos by IDG World Update

MSD's Joanne Wittren and Brian Ormsbee explain their division's global network to a visitor.

Noteworthy !

PROMOTIONS


Connolly CW Publishing

Computerworld has appointed **Jim Connolly** to the newly created position of technology editor. In his new role, Connolly will direct *Computerworld*'s technical sections, including Advanced Technology, Systems and Software, PCs and Workstations, Networking, Manager's Journal and Computer Industry. He has 20 years of experience in the IT industry, including nine years at *Computerworld*, where he most recently held the position of assistant news editor. Previously, he was a reporter at the *Boston Herald*.

Keefe World Update

Tish Keefe has been appointed *Computerworld*'s assistant news editor. Keefe began at *Computerworld*'s copy desk in June 1981, two months before the IBM PC was announced. She moved from there onto the news staff as a staff writer, and in 1984 joined *Micro Marketworld*. Keefe returned to *CW* in 1987 as senior editor of networking, where "she brought her unique aggressive reporting style and dogged work ethics to the LAN desk," said *Computerworld*'s executive editor **Paul Gillin**. Her new job will include overseeing and participating in reporting projects and closing the news section. She will coordinate team projects, including planning, assigning, scheduling, working with reporters, coordinating graphics and doing some reporting. Each week, Keefe will also team up with News Editor Alan Alper to plan and edit stories and work on closing the book.

NEW APPOINTMENTS

Alper CW Publishing

Computerworld has named **Alan Alper** to the post of news editor. Alper has 11 years of experience in high-tech journalism. He was most recently executive editor of Computer Systems News (CSN), a CMP publication for the systems integration industry. Alper joined CSN in 1988 as deputy managing editor and earned two promotions. While at CSN Alper was in charge of day-to-day operations. He was also responsible for the paper's annual supplement on the 50 top systems integrators. In 1989, Alper was instrumental in earning CSN the Computer Press Award for best newspaper. Alper had a previous two-year employment at *Computerworld* as mid-Atlantic correspondent.

• • •

Erik Blom joins Technology Investment Strategies Corp. (TISC) as senior analyst responsible for the research analysis and development of the residual value studies for PCs and workstations. Prior to joining TISC, Blom worked at Database Management, Inc. as a PC/LAN administrator, where he oversaw a 100-node Netware 386 network, network and PC purchasing for the DBMI corporate office, and training employees on WordPerfect 1-2-3 and the Macintosh. Blom received a B.S. in environmental design from the University of Massachusetts/Amherst and enjoys skiing, camping, carpentry, gardening and spending time with his four-year-old daughter working on his "leading edge" PC.

Linda Devine is also new to the Technology Investment Strategy Corp. ranks. She has been appointed copy editor, and in her new job will edit the analysts' reports. Devine comes from MDI Creative where she edited technical, training and marketing information. She received a B.A. in education from the University of Massachusetts/Amherst and has undertaken coursework in developmental editing, editing for science and technology and speech pathology at Northeastern University.

• • •

Anne Marie Quillin joins IDC as sales executive responsible for selling IDC services to the vendor community. Previously, Quillin was regional director for Titan Software Corp. in charge of southern California sales activity. Quillin received a B.S. in marketing from the University of Massachusetts/Boston. She enjoys camping, roller-skating, swimming and reading.

• • •

Nancy Newkirk has been named director of Information Services for IDG. She comes to IDG from Dun & Bradstreet Software (DBS), where she spent 10 years, most recently as senior manager of financial services. Prior to DBS, Newkirk worked for KPMG Peat Marwick on the audit staff. She holds a B.S. in accounting from Bucknell University in Lewisburg, Penn., and in her spare time likes to golf, garden and watch any sport.

• • •

Barry Sanders joins IDG Australia as sales executive for the advertising sales department. Previously, Sanders was with O&M Advertising Agency responsible for media planning and buying. He holds degrees in accounting and business law and lists hang gliding and parachuting among his interests.

CORRECTION

Last week's story on CD-ROM Expo incorrectly listed *Computerworld* instead of *PC World* as a source of articles on the disc distributed at the show by World Expo Corp.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth and fifth weeks of October. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS

Joanne Capolino - CW Database Div.

TWELVE YEARS

David Moschella - IDC

NINE YEARS

Sandra Iafolla - TISC

EIGHT YEARS

Russell Onofrio - CW Database Div.
Karin Wirth - IDG Germany

SEVEN YEARS

Jim Martin - *Macworld*
Robert Hodgson - Lotus Publishing
Nadine Gogibus - IDG France
Donald Bellomy - IDC
Michael McCarthy - IDG Books

SIX YEARS

Marilyn Fullerton - World Expo Corp.

FIVE YEARS

Mary Porter - LINK Resources
Richard Ridington - Lotus Publishing
Sue Gannon - TISC
Dennis O'Donnell - *InfoWorld*
Jeff DeBalko - *InfoWorld*

FOUR YEARS

Catherine Viox - IDG
Rick Jamison - IMI
Thalia Ohara - IMI
Thierry Grelet - IDG France
Peter Mirsky - IDC
Regina Twiss - *Digital NEWS*
Harriet Darling - *InfoWorld*
Nancy Whitform - *InfoWorld*
Janet Ohlsson - *InfoWorld*
Lauren Black - *InfoWorld*

THREE YEARS

Deborah Butler - IDG Intn'l. News Group
Meghan O'Leary - *CIO*
Annette Johnson - *Network World*
Kathy Collins - IDC

TWO YEARS

Nancy Bryson - *CIO*
Gary Silverstein - *Macworld*
Karen Rokkedahl - IDG Denmark
Salvatore Salamone - *Network World*
Richard Molden - *Digital NEWS*
H. Scott Tanner - *InfoWorld*
Sarah Bertacchi - *InfoWorld*
Ming Ou - *InfoWorld*
Jeff Eckert - *InfoWorld*

ONE YEAR

Leigh Buchanan - *CIO*
Pamela Pfiffner - *Publish*
Janice Maloney - *Publish*
Casady Rutter - PCW Central Serv.
Duane Hampson - *PC World*
Martin Jukovsky - *Digital NEWS*
Ray Hoffer - TISC
Donna Kent - *InfoWorld*
Tom Quinlan - *InfoWorld*
Alex Daunys - *InfoWorld*

Cairo

-FROM PAGE 1

tation about IDG and global IT markets. Following the presentations, guests returned to the lower hall for a buffet supper and spirited conversation about the IT industry in Egypt and the Middle East.

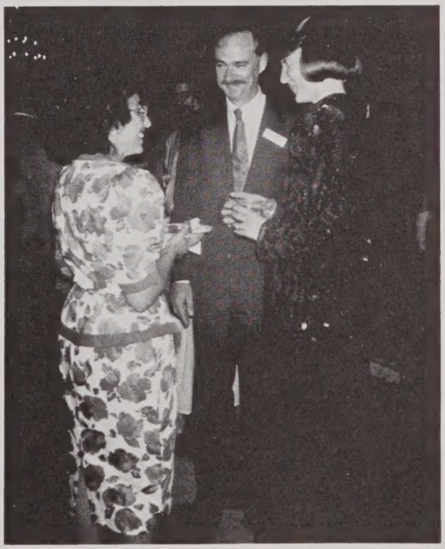
Cheryl Hohenstein Wafai, publishing director of *PC World Middle East*, proclaimed the event a huge success. "We have the IT industry of Egypt in this room," she declared at the reception. "These are smart, far-sighted, hard-working people who are going to make this industry boom."

Attendees at the reception were lavish in their praise of *PC World*. They expressed particular pleasure that *PC World Middle East* will be functioning as the source of Middle East IT news for the IDG News Service. They believe there are great opportunities for IT in the Middle East market, and they want the world to know about them.

PC World Middle East has plans to open a test center in Cairo for the evaluation of Arabic software. IT executives hailed this as a significant development, as there are currently no standards for evaluating such software.

The launch party was the culmination of a week of activities in Cairo. Staff called on major vendors around Cairo to introduce the new magazine title and the association with IDG. The entire 20-member staff of Wafai & Associates celebrated with a lunch cruise on the Nile.

Following the Cairo reception a second launch was held in Dubai at the Gulf Information Technology Exhibition. GITEX is the largest IT show in the Middle East. *PC World Middle East* was again welcomed warmly by Arabic information technology companies eager for high-quality information about their marketplace.

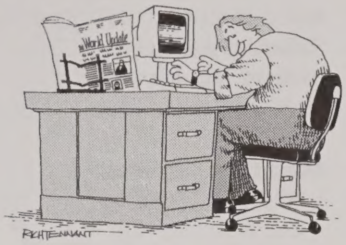


World Update

A client eagerly asks for more information from Cheryl Hohenstein Wafai (right) and Dave Hill during the *PC World Middle East* launch reception.

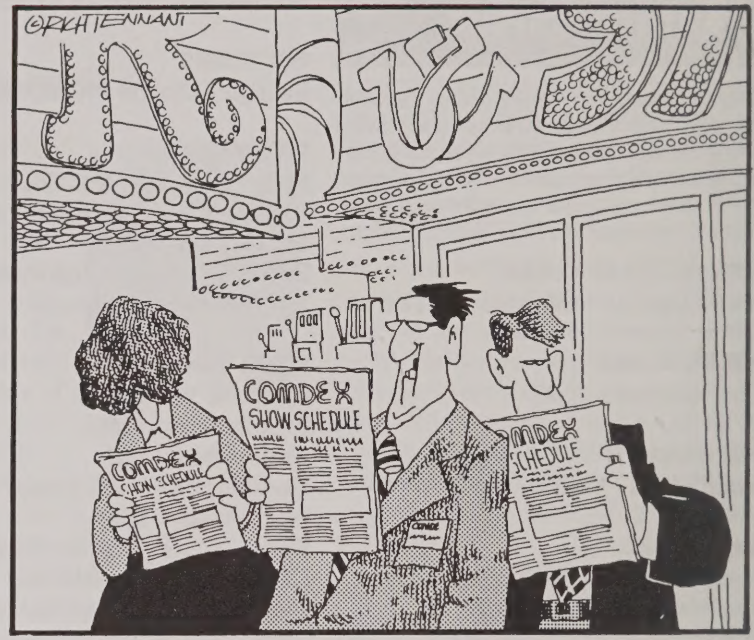
Off line

Win Your Own



Off line T-Shirt

By Rich Tennant



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, November 12. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a NEW prize: A 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Fill out your *World Update* reader surveys
- PAGE 3

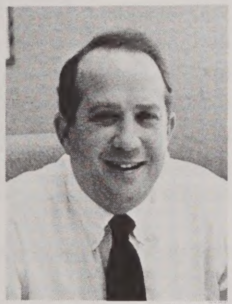
IDG Denmark marks passage of first decade
- PAGE 5

U.S. books capture a variety of awards
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 45 **NOVEMBER 4, 1991**

McGovern promotes Bloom, Stephens to vice president


Bloom World Update

Late last week, IDG Chairman **Pat McGovern** announced the promotion of two U.S. IDG employees to the position of vice president.

Ted Bloom has been named to the newly created post of vice president/corporate controller.

Bloom, 41, began working for IDG 24 years ago while still a high school student.

He has had an integral role as both corporate controller and a member of the Executive Committee since the late seventies.

"As IDG has grown, Ted's responsibilities and contributions to the company have grown," said McGovern. "This promotion is in recognition of his invaluable contributions."

"Ted has been a wonderful colleague and friend for many years and I feel that this promotion is richly deserved," said IDG President **Walter Boyd**.

After graduating from high school, Bloom continued to work for IDG while pursuing a B.S. in business administration and an M.B.A. in accounting from Boston University. In 1970, he joined the company full-time as a credit manager in the finance department.

Bloom went on to assume senior-level posts at IDG, including assistant to the vice president of finance, controller and corporate controller.

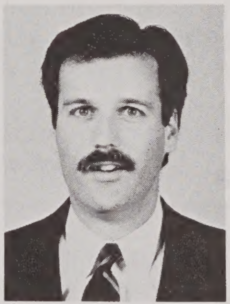
"I began with IDG when it was first starting, so this recognition is a particular source of pride for me," said Bloom. "My career in finance and accounting and the opportunity to work with people from all over the world while growing this company, continues to give me deep personal satisfaction."

> **"Ted has been a wonderful colleague and friend for many years and I feel that this promotion is richly deserved."**
> **- Walter Boyd**

Bloom, who is married and has two

- SEE PAGE 2

TechMedia taps Strang for president


Strang TechMedia Publishing

In February, IDG Peterborough decentralized into separate publishing divisions consisting of A+ Publishing, TechMedia Publishing, Inc. and PC Publishing. Last week, **Dale Strang**, a five-year veteran of IDG, was named president of TechMedia Publishing.

TechMedia Publishing produces *AmigaWorld*, a monthly for Commodore Amiga users, *AmigaWorld Tech Journal*, the Amiga programmer's bimonthly technical reference guide and *RUN*, a bimonthly dedicated to the Commodore 64/128 market. Also falling under the TechMedia Publishing umbrella is TechMedia Video, which creates videos that introduce Amiga animation technology and tutorials on how to use this technology. TechMedia Video is also available to edit projects for companies both inside and outside IDG.

In his new position as president, Strang will supervise the magazines' staffs as

- SEE PAGE 2

Calendar 1 2 3

- **NOVEMBER 7-9**
  Macworld Expo/Sydney
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **NOVEMBER 13-16**
  IDG Worldwide Managers Meeting
  Laguna Niguel, California

- **NOVEMBER 11-15**
  Macworld Expo/Mexico
  Mexico City, Mexico

- **NOVEMBER 26-28**
  Macworld Expo/Asia
  Hong Kong

- **NOVEMBER 26-29**
  Macworld Expo/Austria
  Vienna, Austria

- **DECEMBER 3-4**
  UNIX Fair '91
  Tokyo, Japan

- **DECEMBER 11-13**
  Media World Expo
  Tokyo, Japan

- **DECEMBER 11-13**
  CD-ROM Expo
  Tokyo, Japan

- **DECEMBER 18-20**
  Portable Computing & Communications
  Tokyo, Japan

- **DECEMBER 19**
  IDG Board of Directors Meeting
  IDG Headquarters
  Boston, Massachusetts

- **JANUARY 12-15**
  Macworld Expo/San Francisco
  Moscone Center & Brooks Hall
  San Francisco, California

VP Titles

- FROM PAGE 1

children, lives in Wellesley, Mass., and is a Little League coach.

Martha Stephens has been appointed to the post of vice president/corporate human resources.

As a member of the IDG Executive Advisory Group, Stephens has helped to shape IDG's corporate strategy. In her newly created position, Stephens continues to be responsible for services and programs that govern the working lives of IDG's 1,500 U.S.-based employees.

A WELL-EARNED RECOGNITION

"Martha's dynamism, leadership and exceptional skills have substantially contributed to IDG's ability to create innovative programs for its employees," said IDG Chairman **Pat McGovern**. "She richly deserves this recognition."

"This promotion is gratifying," said Stephens. "IDG's commitment to its employees–and to eventual employee ownership of the company–makes my job particularly rewarding."

IDG intends to turn over 50% ownership of the company to its employees when annual sales reach US$1 billion.

Stephens

World Update

Stephens hold a B.A. from Austin College in Sherman, Texas, and an M.S. in management from Lesley College in Cambridge, Mass. She is a graduate of the HR Executive Program at Babson College in Wellesley, Mass., and received a certificate in human resource management from Bentley College in Waltham, Mass.

Prior to joining IDG four years ago as director of corporate human resources, she was senior manager, human resources at McCormack and Dodge Corp. (now Dun and Bradstreet Software). At McCormack and Dodge, she held a variety of senior-level posts during the seven years that she was associated with the firm.

According to Boyd, "Martha has been very instrumental in making IDG a leader and innovator in the area of human resources."

Stephens is a former officer of the Computer Services Personnel Association and is active in several Boston-area human resource associations.

Strang

- FROM PAGE 1

well as oversee all facets of the publications' activities, including financial, business and strategic planning and management of goals and objectives. He will also serve as publisher of *RUN* and *AmigaWorld*. Strang replaces Stephen Robbins.

FIVE-YEAR VETERAN

Strang joined IDG in 1986, and has held various positions including advertising sales representative and eastern sales manager for *inCider/A+*. In 1988, he was appointed national sales manager and associate publisher for *inCider/A+*. In 1990, when *inCider/A+* acquired *PCGames*, Strang was also named national sales manager and associate publisher of that publication.

"This is a well-deserved promotion for Dale," noted IDG Chairman Pat McGovern. "His expertise and knowledge of the publishing industry has been an integral factor in positioning *inCider/A+* as the market leader. TechMedia Publishing can only benefit from Dale's strong leadership skills and consumer market knowledge."

Strang said he will be focusing on expanding opportunities in the Amiga market both in the U.S. and overseas. "Desktop video is continuing to emerge as a series of applications that the Amiga is very well suited for," noted Strang.

For those of you who have not yet returned your *IDG World Update* Reader Survey, please take a few minutes to fill this out and return to us at the address below. This is your newsletter and we value your input!

Please circle your responses

1. How often do you read *IDG World Update*?
Every issue
Frequently
Rarely
Never

2. If you don't often read *World Update*, why not?
Limited English skills
Uninteresting articles
No time
Issue is not available on a regular basis
Other____
____

3. How well do you think *World Update* fulfills its role as a company newsletter?
Excellent Very Good Good Fair Poor

4. What do you think of the following kinds of articles?

Close looks at individual business units (Spotlights)
Excellent Very Good Good Fair Poor

Summaries of managers meetings
Excellent Very Good Good Fair Poor

Launches and news about new products
Excellent Very Good Good Fair Poor

Outside the office activities (company parties, fundraisers, other events)
Excellent Very Good Good Fair Poor

5. Please rate the following features:

On Line (Ask Pat, Ask Walter, Ask Bill)
Excellent Very Good Good Fair Poor

Off Line (Cartoon)
Excellent Very Good Good Fair Poor

Do-er's Profile
Excellent Very Good Good Fair Poor

Noteworthy (New employees, promotions, other news)
Excellent Very Good Good Fair Poor

Anniversaries
Excellent Very Good Good Fair Poor

6. Would you like to see other contests or interactive features on the back page?
Yes No

7. What do you think of the monthly special issues (those devoted to one topic such as marketing or research)?
Excellent Very Good Good Fair Poor

8. Do you have any suggestions for future special issues?
____

9. Do you feel *World Update* gives equal weight to U.S. and non-U.S. operations?
Yes Too much U.S. Too much non-U.S.

10. Do you feel that information inside *World Update* is:

Well-written?
Excellent Very Good Good Fair Poor

Interesting?
Excellent Very Good Good Fair Poor

Timely?
Excellent Very Good Good Fair Poor

Accurate?
Excellent Very Good Good Fair Poor

11. How often do you use *World Update* in your job?
Often Sometimes Rarely Never

12. What's the most interesting article(s) you've read in *World Update* in the last year?
____

13. Other comments or suggestions (attach additional sheet if necessary)
____
____
____

14. Would you be willing to provide *World Update* with information about your business unit?
Yes No

15. Would you be willing to occasionally take photographs for *World Update* on request?
Yes No

Name (optional) and business unit:
____
____

Please return this survey to IDG World Update *41 West Street, 8th Floor, Boston, MA 02111 U.S.A., fax (617) 423-0712*

Macworld employees gather in Spain to exchange know-how

Employees of *Macworld* magazines from around the world gathered in Barcelona, Spain at the end of September to take part in the Macworld Product Line meetings. Presentations from many departments offered attendees the chance to exchange experiences, learn more about each other's market and network with their colleagues from all over the globe.

Macworld

(L-R) Charles Barrett, managing editor, *Macworld;* Kimberlee Luedee, marketing manager, *Macworld;* and Magnus Wallen, advertising manager, *Macworld Sweden.*

New Addresses

IDG Netherlands and IMS Taiwan have moved to new locations.

Ruud Bakker, General Manager
IDG Netherlands BV
Schipholweg 1
2034 LS Haarlem
Postoffice Box 5446
2000 GK Haarlem
Netherlands

Tel: +31 23 366814
Fax: +31 23 366184

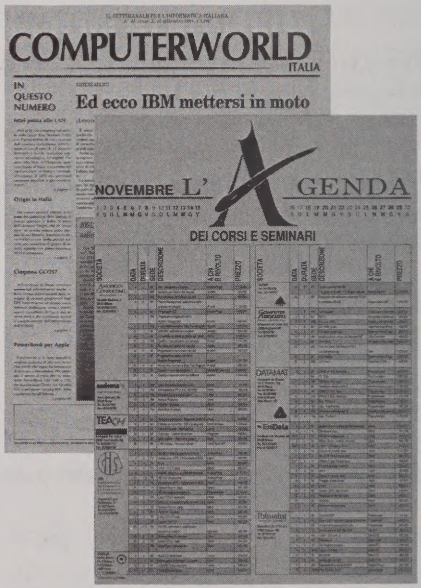
Ely Yao, IMS Manager
IMS Taiwan
11F-8, No. 137
Sec. 1, Fu-Hsin S. Rd.
Taipei, Taiwan

Tel: 886-2-7775335
Fax: 886-2-7775339

CW Italia wins kudos for innovative page

In March of this year *Computerworld Italia* launched a regular feature that has earned accolades from readers and advertisers alike.

Dubbed Agenda, the two-page spread provides a forum for IT companies throughout Italy to list–for a small fee–upcoming computer-related seminars and forums.



COMPUTERWORLD
ITALIA
IN QUESTO NUMERO
Ed ecco IBM mettersi in moto
NOVEMBRE L'AGENDA
DEI CORSI E SEMINARI

***CW Italia* sports new section**

The brainchild of Sales Manager **Mario Toffoletti**, Agenda's production has been spearheaded by sales agents **Laura Miedico** and **Costantino Cialfi**.

Although Agenda currently lists only courses and seminars, *Computerworld* plans to expand the listing to include upcoming trade fairs and other industry events, according to IDG Italy General Manager **Brunello Bossi**.

Bossi also noted that the project has been very successful to date, offering useful information to readers while providing a low-cost means for clients to promote their image.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK November 4, 1991

*The Job Opportunities Listing will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

CONSULTING DIRECTOR (IDC)

Candidate will be responsible for soliciting, proposing and completing consulting projects for the Communications Research Group. Position will also include selection and management of project team. Requires experience in consulting practices and expertise in data communications and telecommunication.

MANAGER, PROGRAM PLANNING (CIO)

Candidate will work with the Vice President of Executive Programs in all areas of planning, tracking of programs and reprint sales. Specific duties include: speaker, host and hotel coordination, market analysis, financial tracking, reports, and managing reprint sales.

SAN FRANCISCO CORRESPONDENT (DNP)

Correspondent to cover Unix, software and workstations for *Digital News,* a 97,500 circ. biweekly covering the DEC market. Minimum 3 to 4 years experience in newspapers/technical journalism required. Candidate must be a self-starter, eager to lead in the field.

PRESIDENT/PUBLISHER (IFW)

IDG is seeking a senior executive for the position of President/Publisher of *InfoWorld,* a weekly business publication for corporate volume computer buyers. The candidate will be responsible for the profitability, growth and direction of the newspaper which employs about 145 people. This position requires a breadth and depth of publishing and business experience including sales, editorial, and circulation strategies, as well as financial acumen. **Please send letters of interest to Walter Boyd, President, 1 Exeter Plaza, 15th Floor, Boston, MA 02116-2851.**

NO PHONE CALLS PLEASE.

INVENTORY CONTROLLER (SHIPPING & RECEIVING) (IFW)

Successful candidate should be an energetic, inquisitive individual with a working knowledge of microcomputers as well as good written and verbal communication skills. Must be organized and very detail oriented. Some shipping/inventory control experience preferred.

DIRECTOR OF INSIDE SALES (ITI)

Responsibilities include supervision of Showcase, marketplace and service directory for *Publish* magazine. Position also involves making monthly departmental revenue goals. Requires servicing and maintaining active sales territory. Minimum 5 years sales experience and 2 years supervisory experience required. Must be able to communicate effectively with all management levels within *Publish.*

FULFILLMENT/AUDIT SPECIALIST (IDGC/P)

Responsibilities include data processing, report generation, label production and file management for fulfillment system. Some maintenance of BPA, ABC and postal audit materials required; other projects as assigned. Qualified candidate must possess a wide range of computer knowledge, detail orientation, and fulfillment background.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: November 4, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	President/Publisher	Boston, MA	W. Boyd	**NO PHONE CALLS**
IDG	Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Entry Level Programmer Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Dept. Assistant	Research Svcs., Natick, MA	M. Cornetta	(508)935-4734
WEC	International Projects Asst.	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Mgr. of Advertising Operations	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
CIO	Manager, Program Planning	Framingham, MA	B. Corry	(508)935-4416
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Programmer Analyst	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Part Time Accountant	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Technical Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Computer Hdware/Sftware Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Database Technician	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Advertising/Production Coord.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
FCW	Circulation Coordinator	*FCW*, Falls Church, VA	E. Bocko	(508)935-4534
PCW/MPC	Assistant to the Publisher	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Assistant Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Executive Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Senior Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Director of Inside Sales	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Telemarketing Sales Rep.	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Associate Editor (News)	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
MAC	Subscription Assistant	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Human Resources Admin. Asst.	*CWPI*, Framingham, MA	L. Nightingale	(508)820-8162
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
IDG/P	Fulfillment/Audit Specialist	Peterborough, NH	C. Gigeure	(603)924-0221
IDG/P	Special Products Manager	Peterborough, NH	B. Welsh-Carroll	(603)924-0229
TMG	Sales Representative-Video Prod.	Peterborough, NH	K. Blakeman	(603)924-0115
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	M. Kaminski	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

IDG pubs crowned in glory

'Tis the season for design awards in the U.S. Once again, IDG publications have earned top honors in some of the publishing industry's most prestigious competitions.

CIO

- Silver Award - Best Overall Design (Trade over 50,000 circulation)
- Bronze Award - Best Special Issue August 1991 (Trade over 50,000 circulation)

CIO
ELEVEN
SPECIAL SECTION
Strategic Outlook On Outsourcing: How To Turn A Tough Decision Into A Cloudless Opportunity

COMPUTERWORLD

CW Forecast Issue 1991

- Bronze Award - Best Cover (Tabloid or Business Newspaper)
- Honorable Mention - Best Special or single Issue Design (Tabloid or Business Newspaper)

CW "IS in Japan" supplement

- Bronze Award - Best Special or Single Issue Design (Tabloid or Business Newspaper
- Honorable Mention - Best Special or Single Issue Design (Trade)

COMPUTER BUYING WORLD

- Silver Award - Best Design (New Trade over 50,000 circulation)

LOTUS

October 1990

- Silver Award - Best Cover (Consumer over 100,000 circulation)

December 1990

- Honorable Mention - Best Designed Special Editorial Report or Section

The 1991 Ozzie Awards, sponsored by *Magazine Design & Production*, drew more than 1,600 entries from the U.S. and Canada. Among the winners from IDG:

MACWORLD

July 1990

- Silver Award - Best Cover (Newsstand National)

January 1991

- Silver Award - Best Cover (Newsstand National)

August 1990

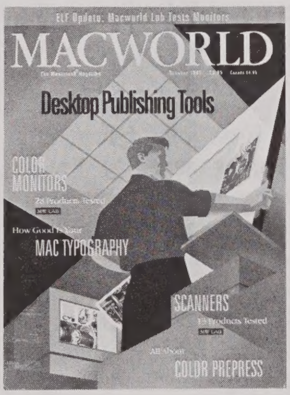
- Honorable Mention - Best Design, Contents Page (Consumer)

July 1990

- Honorable Mention - Best Design, Special Editorial Report or Section (Consumer)

October 1990

- Honorable Mention - Best Special or Single Issue Design (Consumer)



In addition to the Ozzie Awards, *CIO* has two editorial layouts that will be included in *Print* magazine's *Regional Design Annual*. *Macworld* earned five awards in the Society of Publication Designers' annual spot illustration competition. Those illustrations, done by freelance artists, were displayed at the *Folio* show in New York at the end of October.

IDG Denmark celebrates first decade

Computerworld
10 års
JUBILÆUM
PC
UNIX
OSF/1
WINDOWS

Computerworld Danmark turns 10

While most IDG Denmark employees were enjoying leisurely vacations over the summer months, Marketing Coordinator **Sophie Bensimon** was hard at work assigning articles, organizing photo shoots and laying out the 22" by 26", eight-page, special edition of *IDG World Danmark* in preparation for the business unit's 10-year anniversary celebration.

Bensimon said that she was inspired by the colorful artwork on IDG Spain's recent 10-year anniversary cover and used that as her guide to create the special celebratory edition of *IDG World Danmark.*

On the afternoon of August 22, more than 400 employees and clients gathered in honor of the occasion and received distinctive T-shirts as well as the *IDG World Danmark* issue that featured a 10-year retrospective, some industry insight from three of Denmark's leading IT specialists and a two-page photo spread depicting who's who at IDG Denmark.

Later that evening, IDG Denmark employees said goodbye to their clients and headed to Tivoli Gardens for a dinner celebration.

Noteworthy!

PROMOTIONS

Kenneth Blakeman was named general manager of TechMedia Video, a division of TechMedia Publishing, Inc., as well as associate publisher, Ancillary Products.

Blakeman started with the company more than seven years ago as advertising sales representative for *AmigaWorld* and *RUN* and most recently was national sales manager. He is credited with helping both magazines achieve the leading positions in their respective markets.

In these newly created positions with TechMedia, Blakeman will be responsible for directing and augmenting the performance of all ancillary products produced by *AmigaWorld* and *RUN*. He will seek new business opportunities, implement the two publications' marketing and sales strategies, as well as oversee revenues, budgets and new product development for TechMedia Video, which runs its own video studio and produces and markets a series of videotapes including a collection of Amiga titles.

NEW APPOINTMENTS

Jayne Wilson comes to *Digital NEWS*' Boston newsroom as staff writer handling general writing assignments with specific concentration on Unix and workstation coverage.

Wilson joins the publication from Digital Equipment Corp. where she was a technical editor with the Information Systems Group. Prior to that she was a reporter for two daily newspapers, *The Marlboro Enterprise* and *The Hudson Daily Sun*, as well as editor of the weekly *Compass* magazine. Wilson holds a B.A. in English from Clark University.

■ ■ ■

IDG Books Worldwide has named **Brandon Nordin** to the post of director of business development. He will oversee international distribution and initiate building brand management relationships with OEMs. Nordin comes from BIS Strategic Decisions where he was a senior industry analyst responsible for market analysis and consulting with printer vendors. He received a B.A. in history and English from Hamilton College in Clinton, N.Y., and enjoys rugby, carpentry, reading and skiing in his spare time.

■ ■ ■

Elizabeth Estabrook Corry joins IDG as human resources representative, supporting several business units in recruiting, employee relations, compensation and benefits. Previously, Corry was with Ziff Communications Co. as an HR representative. Corry received a B.A. from Gettysburg College.

■ ■ ■

Shiva Singh joins World Expo Corp. (WEC) in Germany as director of research and business development. He will be in charge of the management and development of WEC's European business. Singh comes from Reed Exhibition Companies where he was the international director in charge of business development for North American business. Singh received a B.A. in international business from George Washington University.

■ ■ ■

Richard Ross joins Information Strategies Group as managing director, financial services, providing research and consulting services to the financial division. He previously held a consulting position with McKinsey and Co. Ross holds an M.S.E.E. from Northeastern University and a B.S.E.E. from Washington University. He enjoys music, food, scuba diving and traveling.

■ ■ ■

Employed at IDC Texas since March 1990 as a part-time assistant to Rebecca Williamson, **Brent Romero** joins the group full-time this month as executive assistant. He will be in charge of supporting the account executives in all facets, trouble-shooting client inquiries and maintaining the research library. Romero received a B.A. from the University of Texas and enjoys hiking, swimming and is an avid fan of films by David Lynch and Robert Altman.

■ ■ ■

Cathryn Baskin joins *PC World* as managing editor where she will be responsible for assuring timely delivery of all editorial materials for each issue. Baskin comes to IDG from *New England Living* where she was also managing editor. Baskin holds a B.A. in English from State University of New York and a masters in education from North Adams State in Massachusetts.

■ ■ ■

Christine Wong joins *Macworld* as sales associate assisting Shannon Dolan. Wong comes from Signetics where she was an assistant in the international marketing department. Wong has a B.S. in computer information systems from San Francisco State and enjoys dancing, music and skiing.

TRANSFERS

Ted McNulty, formerly an account executive in charge of selling IDG database products with ITI, joins Lotus Publishing as inside sales representative. He will be responsible for selling ad space and supporting field sales. McNulty received a B.A. from St. Michael's College and is currently pursuing an MBA part-time at Northeastern University. He enjoys golfing, skiing and photography.

HONORS

IDG's Human Resources Director **Elaine Ouellette** recently graduated from Babson's School of Executive Education program, Managing and Developing Human Resources.

The program focused on the skills needed to implement human resources strategies from a broad organizational standpoint. Topics included understanding corporate culture, managing change and HR's role in mergers and acquisitions.

10-year milestones celebrated in Germany

IDG Germany

(From left): Sylvia Stier, Karin Giffhorn, Pat McGovern and Helga de Gregory.

During the month of September IDG Chairman Pat McGovern traveled to the offices of IDG Communications Verlag AG in Munich, Germany, to escort a trio of 10-year company veterans to lunch. Those celebrating a decade of service were *Computerwoche*'s Advertising Manager Karin Giffhorn, *Macwelt* and *Unix-welt* Associate Publisher Sylvia Stier and *PC Welt* Sales Representative Helga de Gregory.

Giffhorn is responsible for all of *Computerwoche*'s product advertising. She is married with a 6-year-old son, and has just completed building a house in a small village at the Ammersee.

Stier was promoted to her current position in March. Her first job at IDG was as advertising manager for *Microcomputerwelt*. She later held positions with *RUN*, *Amigawelt*, *MS-DOS-Welt* and *PC Welt*. Stier recently competed in the "German Computer Tennis Cup" for IDG Germany.

De Gregory works on the sales team of *PC Welt* and is responsible for the small ads for both *PC-Welt* and *Unix-Welt*. She has two sons, 18 and 22. At the office she is known as the only one who rides her bike to work every day — winter or summer, rain or shine.

Although not in attendance at the luncheon, Joachim Flügal was also recognized for his 10 years of service. Flügal began with IDG as a typesetter in the technical department. Today, he is known as a DTP expert and is responsible for supplements and special issues.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Judy Kramer - TISC

NINE YEARS
Preben Engell - IDG Denmark

SEVEN YEARS
Manuela Wimmer - IDG Germany
Kirsten Rådberg - IDG Denmark

SIX YEARS
Jeff Edman - *PC World*
Bjorg Elin Vold - IDG Norway
Lene Sekjær - IDG Denmark

FIVE YEARS
Martin Taylor - IDG New Zealand
Edith Holmes - *FCW*
Huba Brükner - IDG Hungary
Zsuzsanna Dudas - IDG Hungary

FOUR YEARS
Marsha Bowers - *Macworld*
Peg Hosky - *FCW*
Zsuzsa Krammer - IDG Hungary
Sandor Mester - IDG Hungary

THREE YEARS
Bjorn Mogensen - IDG Sweden
Jayne Enos - IDG
Bernd Krause - IDG Germany
Paul Kennedy - IDC Canada
Lyn See - IDG Australia
Peter Kelenhegyi - IDG Hungary
Zsuzsa Szekeres - IDG Hungary

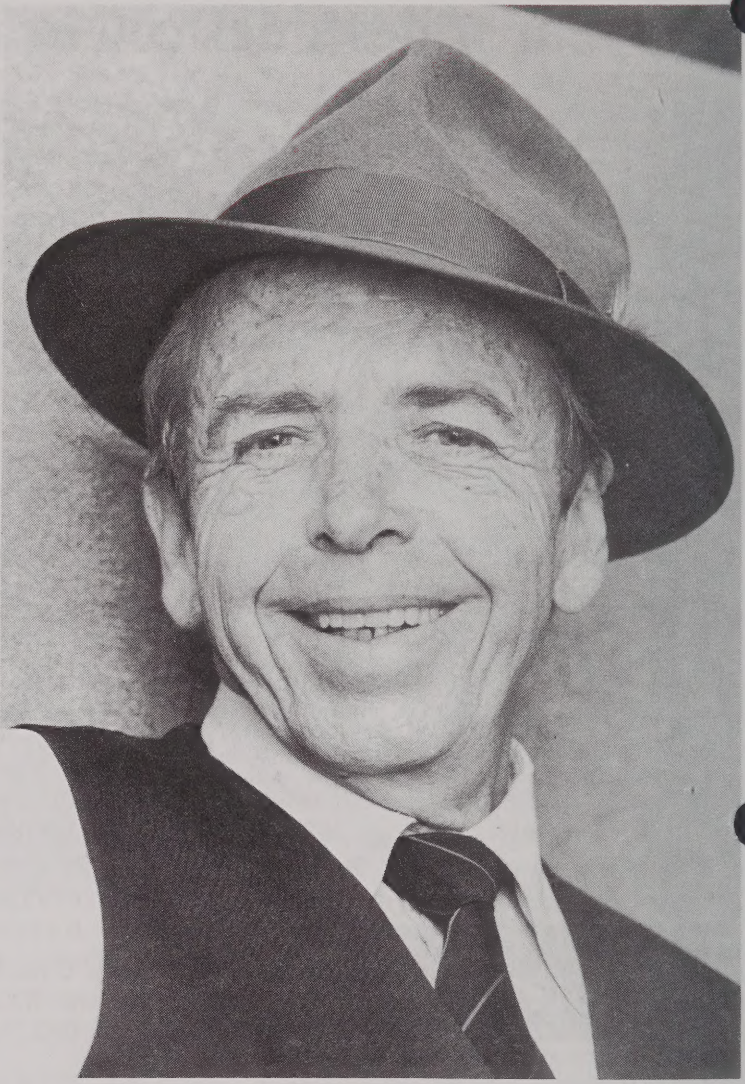
TWO YEARS
Yuen Yeh - *Macworld*
Annika Fors - IDG Sweden
Erik Geijer - IDG Sweden
Simon Pearce - IDC U.K.
Tommy Jørgensen - IDG Denmark
Nell Cooper - IDG U.K.
Akos Bognar - IDG Hungary

ONE YEAR
Dick Soule - IMS
Ralf Gruber - IDG Germany
Cornelia Krâmer - IDG Germany
Petra Gottschalk - IDG Germany
Marianne Kondrup - IDG Denmark

Do-er's profile

Noel Bennett

- **PROFESSION**: Communications Editor, *Computerworld Australia*
- **HOME**: Mosman, New South Wales
- **JOINED IDG**: 1981. "I am looking forward to my 10-year anniversary lunch at the Ritz-Carlton in Sydney with Pat McGovern!"
- **BEST PART OF YOUR JOB:** Having something to get up for in the morning.
- **TOUGHEST PART OF YOUR JOB:** Keeping up with changes in technology.
- **INTERESTS**: Lounging, drinking flat white coffees (for non-Australian readers, that means just plain coffee with cream!), walking, theater, opera and reading.
- **FAVORITE WRITERS**: Gabriel Garcia Marquez, Georges Simenon, Bob Dylan.
- **PERSON YOU'D MOST LIKE TO MEET**: Editor of *The New Yorker*. (Robert Gottlieb)
- **GOAL IN LIFE**: To sing even if it's raining.
- **MANAGER'S PROFILE**: A true veteran of Australian computer journalism. He's seen it all and is an invaluable resource. He's friends with everyone–from the lady who serves him at his favorite coffee shop to the president of IBM Australia.



IDG Australia

IDG *World Update*

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NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
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Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDG Sweden carves a new market niche
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On line: meet *Electronic News'* new president
- PAGE 3

IDG Denmark sponsors first Danish IT award
- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 46 **NOVEMBER 11, 1991**

IDG extends reach with *Electronic News*

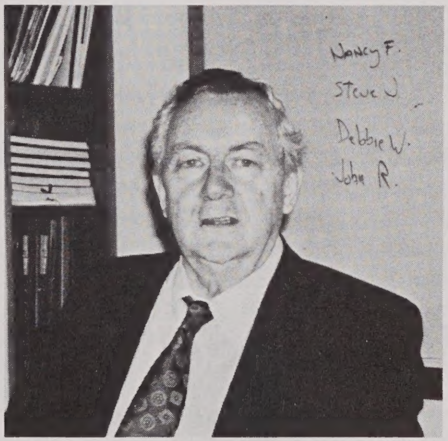
IDG headquarters announced early this month that it had purchased the electronic industry's journal of record, *Electronic News* (*EN*), from Chilton Company, Inc.

Older than IDG itself, *Electronic News* was launched 35 years ago and today has a circulation of 70,000. The New York-based magazine continues to target the same audience it targeted in 1956: senior-level executives and key decision-makers in the electronics industry.

"IDG's mission is to be the world's leader in providing information services on the computer, communications and electronics fields," said IDG Chairman **Pat McGovern**. "The acquisition of *Electronic News* gives us a third strong leg to complement our current world leadership in covering the computer and communications technology fields."

McGovern added that "IDG research showed that *Electronic News* is regarded as the No. 1 publication for corporate and operational management in the $100-billion worldwide electronics industry. We are pleased to bring this publication to the IDG family and to use it as the base on which to create a family of publications to support the global electronics industry."

The *Electronic News* editorial team, headed by veteran Publisher and Editor **James Lydon**, will continue to produce the weekly publication from its Manhattan headquarters.


Nancy F.
Steve J.
Debbie W.
John R.

World Update

"To say we are pleased with the new association would be an egregious understatement."
- James Lydon

McGovern, a 30-year reader of *Electronic News*, said he has long admired the editorial excellence of the publication. *EN*'s outstanding team of editors and reporters will help IDG's worldwide family of publications cover and interpret all the key developments in microcircuits and electronic technology, which are a fundamental part in the advances in performance of computer and communications equipment, noted McGovern.

"This acquisition represents a tremendous gain for the *EN* readership," said Lydon, who has edited the weekly since 1969. "Not only does it inject the resources needed to expand the coverage of a demanding and increasingly global industry, but it will provide a synergistic environment unprecedented in the history of the paper. The idea of being able to tap into the IDG database is simply awesome. To say we are pleased with the new association would be an egregious understatement."

Lydon added, "This is an era of good feeling. The orientation that we've received is enough for any person to want to put their shoulder to wheel and give back what we've received."

Electronic News was first owned by Fairfield Publications, Inc. and then acquired by Capital Cities when Capital Cities bought ABC-TV. Part of that deal was the acquisition of Chilton, then owned by the network. In a May 1990 reorganization, Capital Cities made *Electronic News* part of the Chilton publishing group.

The *Electronic News* staff will be tapping the resources of the IDG News Service to broaden their coverage as well as submitting copy for use by IDG publications worldwide.

IDG Sweden's books division creates a niche

One of IDG Sweden's newest profit centers, a book division under the direction of Project Manager **Lennart Zetterström**, has gotten off to an extremely fast start.

Thanks to an aggressive direct mail program to subscribers and full-page ads in relevant IDG Sweden publications, more than 8,000 copies of the first three books have been sold.

The books are sold by direct mail and through bookstores. According to Zetterström, several thousand orders had been placed even before the books came off the press.

CW Communications/AB decided to carve out its own niche in the Swedish computer book market, which is dominated by large, expensive, highly technical hardcover manuals that average 500 Swedish crowns, or approximately US$80.

The books published by IDG Sweden are small, softcover pocket books that are easy to read and emphasize a "quick tips" approach. They are much more reasonably priced at approximately 124 crowns (US$20).

101 TIPS
WINDOWS

World Update

Lennart Zetterström, a veteran of the computer book business since 1981, heads up the new book division at IDG Sweden.

The first product, *256 Tips DOS 5.0*, was published in October and was quickly followed by books about Windows, networks, desktop publishing and Macintosh computing. A total of 15 books are planned.

Most will be written by freelancers who contribute to some of IDG Sweden's publications, although at least one will be authored by a CW Communications/AB employee. **Lars Dahmén**, editor-in-chief of *Computer Sweden*, will be writing a book on how to communicate with the IT press, which is targeted to marketing representatives and public relations people in the IT industry, among others.

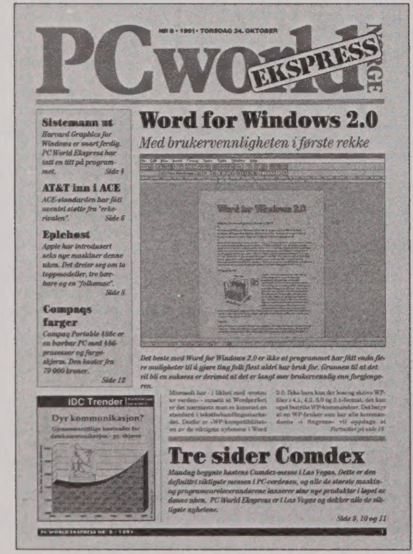
All of the books reference the affiliated IDG Sweden publication on the front cover and on the back with the author's biography.

Zetterström is currently working on a contract to have the first five books translated into Norwegian, and IDG Norway Managing Director **Morten Hansen** has expressed interest in using the books as premiums.

Zetterström hopes to negotiate similar translation deals to sell the books in Finland and Denmark, as well.

In addition to managing the IDG Sweden products, Zetterström is also working with IDG Books Worldwide to produce translations of three existing publications: *PC World DOS 5 Complete Handbook*, *Windows 3 Secrets* and *Macworld Guide to System 7*.

PC World Norge Express debuts to rave reviews


NR 8 • 1991 • TORSDAG 24. OKTOBER

PC world NORGE EKSPRESS

Sistemann ut
Harvard Graphics for Windows er snart ferdig. PC World Ekspress har tatt en titt på programmet. Side 4

AT&T inn i ACE
ACE-standarden har fått uventet støtte fra "erkerivalen". Side 6

Eplehøst
Apple har introdusert seks nye maskiner denne uken. Det dreier seg om to toppmodeller, tre bærbare og en "folkemac". Side 8

Compaqs farger
Compaq Portable 486c er en bærbar PC med 486-prosessor og fargeskjerm. Den koster fra 79 000 kroner. Side 12

Word for Windows 2.0
Med brukervennligheten i første rekke

Det beste med Word for Windows 2.0 er ikke at programmet har fått enda flere muligheter til å gjøre ting folk flest aldri har bruk for. Grunnen til at det vil bli en suksess er derimot at det er langt mer brukervennlig enn forgjengeren.

Microsoft har - i likhet med «resten av verden» - innsett at Wordperfect er det nærmeste man er kommet en standard i tekstbehandlingsmarkedet. Derfor er «WP-kompatibiliteten» en av de viktigste nyhetene i Word 2.0. Ikke bare kan det lese og skrive WP-filer i 4.1, 4.2, 5.0 og 5.1-format, det kan også benytte WP-kommandoer. Det betyr at en WP-bruker som har alle kommandoene «i fingrene» vil oppdage at
Fortsetter på side 15

IDC Trender
Dyr kommunikasjon?
Gjennomsnittlige kostnader for datakommunikasjon - pr. skjerm

Tre sider Comdex
Mandag begynte høstens Comdex-messe i Las Vegas. Dette er den definitivt viktigste messen i PC-verdenen, og alle de største maskin- og programvareleverandørene lanserer slær nye produkter i løpet av denne uken. PC World Ekspress er i Las Vegas og dekker alle de viktigste nyhetene.
Side 9, 10 og 11

PC WORLD EKSPRESS NR. 8 / 1991 1

***Express* is making Ziff nervous.**

Buoyed by the ringing endorsement of readers and advertisers alike, IDG Norway has rated the new *PC World Norge Express* its latest success story.

The 16-page weekly publication debuted in late August in an attempt to protect *PC World Norge*'s territory from the September arrival of Ziff-Davis' *PC Magazine*. *PC Magazine* began as a monthly but it is expected to go bi-weekly soon.

All *PC World Norge* paid subscribers receive the *Express* edition, whose frequency enables it to provide timely reports on new products and key industry people.

"Ziff hates that we've done this," said IDG Norway Managing Director **Morten Hansen**, who is more than just a bit pleased to have given the competition one more thing to worry about. "We consider *PC World Norge Express* to be an add-on value to our readers."

Readers have been quick to praise the inclusion of an IDC chart on the front page with a page two commentary on trends in the Norwegian IT industry by IDC Norge General Manager **Per Holte Rosenkilde**. The column has given a boost to IDC Norge's visibility, and *PC World* subscribers have welcomed the additional market analysis.

All editorial, production and advertising for the new publication is being handled by the *PC World Norge* staff.

Ironically, *PC World Norge Express* has proven so popular that the staff has to make sure that it doesn't infringe on the success of the monthly *PC World Norge*.

On line

ASK JOEL

Joel Novak, *president of the Goldhirsch Group, publishers of* Inc. *magazine has been named chief executive officer and president of Electronic News Publishing Co. He heads the unit that was created Nov. 1 when IDG acquired* Electronic News.

Q What benefits do you see in *EN's* association with IDG?

A First, as a twenty-five year veteran of the publishing industry I found IDG's decentralized structure remarkable. For many years, I have watched IDG's growth with admiration and am proud to be joining a company whose philosophy of empowerment and autonomy I admire.

My personal impressions date back to the early 1980s when I headed my own firm, Novak & Associates, and worked with Pat, Walter and Bill as a consultant on acquisitions. I found their professional values very impressive. I believe that the whole publishing industry is filled with people that are just great — they are just super people to be associated with. My friends in both my professional life and my personal life reflect that feeling.

Q What are the different challenges involved in publishing a high-tech trade publication vs. a consumer business publication?

A First, my personal challenge is to get to know the industry. In order to be successful with any trade publication you must live and breathe the industry. On a more generic nature, *Electronic News* needs to be reestablished to the preeminent position. This is a double challenge, but we'll do it. The courage of my convictions comes from the association with IDG. One reason I am so positive is that IDG brings a credibility that was lacking under our previous owners. My personal goal is to win — not 6-4, but 10-0.

Q Do you envision any changes for the magazine, i.e. redesign, refocusing, repositioning?

A It will take careful rethinking for total success. First, reposition, then duke it out in the marketplace. Sell it hard and sell it smart. The internal goal is to unveil the new *Electronic News* by the end of the first quarter of fiscal year '92. It will be a holistic change. We want to spend time rethinking everything from the size of the publication to the audience it targets.

Q Do you think this new division will produce other publications under the *Electronic News* umbrella?

A Definitely. My game plan is to do a mirror-image of IDG as it presently exists. Eventually I would like to have *Electronic News* published on a worldwide basis and have expos being produced, as well as IDC research focusing on electronics. Like the computer industry, the electronics industry is truly a global industry.

Q You officially come on board in December. When will the first issue appear under the IDG banner?

A On November 11. However, the first repositioned publication will appear in the first quarter of FY '92.

Q Can you explain in layman's terms the *EN* market focus and the technology targeted?

A The paper offers a weekly compilation of major news developments in all of the chief market segments of the industry: semiconductors and passive components; computers, peripherals, software and data communications; defense electronics; semiconductor fabrication and test equipment; design automation; materials and packaging; and industrial distribution. *EN* also tracks salient business trends, reports on controversial trade issues, start-ups, patent litigation, significant military contracts, and monitors pending legislation in Washington, D.C. that affects the industry. The paper also offers the most comprehensive listing of industry stocks traded on major exchanges and presents weekly commentary on pricing trends.

Q What do you enjoy doing in your spare time?

A Climbing mountains. So far I have climbed Mt. McKinley and Mt. Kilimanjaro. Next summer I will take on Mt. Kilimanjaro again with my son who will be graduating from a MD. PhD. program at Cornell University. My lifelong goal is to climb the highest peak on every continent. So far, the hardest climb was Mt. McKinley by a long shot. I accomplished that climb after turning 50, and I anticipate that my last climb will be in a wheelchair.

Q What is your personal philosophy of management that you have followed throughout your career?

A I would have to offer a quote that I feel hits the nail on the head: "I'm a great hockey player because I don't skate to where the puck is, but rather to where the puck will be." – *Wayne Gretsky, Los Angeles Kings.*

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

CW Danmark serves up daily show coverage

IDG Denmark's *Computerworld* staff braved long hours and extremely tight deadlines to produce a successful show daily at the annual Danish Mikrodata computer fair in late October.

During the five days of the show, 12,000 copies of the 16-page tabloid appeared fresh from the printing plant each morning.

Mikrodata was a huge success this year, drawing more than 65,000 visitors. *CW Danmark* provided intensive coverage of show news with four writers and a photographer. The editorial staff was housed in an interim office at Copenhagen's Bella Centre exhibition hall with on-line connection to the production staff at IDG's office in the Valby section of the city.

Each special issue contained reports from the show floor as well as daily news from Comdex Fall '91 by **Torben Bjørn Sørenson**, a *CW* staff writer stationed in

- SEE PAGE 5

IDG Denmark

IDG Denmark's *Computerworld Daily* staff huddles in the editorial office at the Mikrodata show. (Back, from left): Editor-in-Chief Peter Hvidfeldt, managing director Preben Engell, Staff Editor Dag Holmstad. (Front, from left): Senior Editor Mads Christensen, Sales Manager Ole Hansen and Staff Editor Lotte Davidsen.

IDG sponsors first IT award in Denmark

IDG Denmark

Preben Engell, IDG Denmark's managing director, unveils the first IDG Denmark IT Award as winner Michael Mathiesen looks on. Engell served on the IT Award's selection committee along with IDC Scandinavia Director Edward O'Hara (center) and Jens Bache and Lars Bruhn, chairmen of the Danish users and vendors associations.

IDG Denmark provided one of the highlights of the 1991 Mikrodata show by sponsoring and presenting the country's first information technology award.

The award, a sculpture by famed Danish artist Børge Jørgensen and a cash prize of 25,000 Danish krone (US$4,000), was presented during at IDG's party on the first evening of the show. Close to 600 key players in the Danish IT community attended the gathering—the largest party ever given at Mikrodata—and watched as Michael Mathiesen, 32, received the prize.

Mathiesen's company, Dowty Networking Systems has captured more than 50% of the country's LAN market and a significant share of the European market. The 250-person firm, which Mathiesen founded under another name in the early 1980s, has also been recognized by Denmark's most prominent business publications as the leading IT company in

- SEE PAGE 5

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK November 11, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

ADVERTISING ACCOUNT COORDINATOR (NWW)

Candidate will be responsible for all advertising operations within a designated sales area including receipt, logging, and processing of all advertising sales orders, layout specifications and requirements for accounts, contract administration and billing. Position requires heavy phone work dealing with clients and sales representatives. Candidate will also assist Department Manager with administrative reports and act as back-up for both Display and Classified coordinators. Requires ability to work under deadline pressure and handle many tasks at once. Willingness to learn computer systems a must.

NEWS CORRESPONDENT (ENP)

Electronic News is seeking an aggressive reporter to cover the Northern California computer industry. Ideal candidate will possess a mix of both business and technical expertise. A newspaper background is preferred.

ASSISTANT PRODUCTION MANAGER (PCW)

Candidate will traffic editorial material from prepress through final film and handle other projects as needed for *PCWorld* and *MPC* magazines. Will also oversee all day operations of *PCWorld* Card deck and assist with issue make-up. 4 to 5 years production experience required. Knowledge of electronic prepress a must.

PRODUCTION ASSISTANT (PCW)

Responsible for entering verbal space reservations, insertion orders and contracts into Omni system. Candidate will also assist the production department in performing clerical duties which include filing, photocopying, phone support, and preparation of packages. Knowledge of IBM PC or compatible required; knowledge of Omni system a plus.

SALES ASSISTANT (CWPI)

Responsible for providing support in all administrative facets of advertising sales to include: general clerical support, customer service and database maintenance. Candidate must be computer literate and possess strong organizational and communication skills.

SALES MANAGER (A+)

Candidate will manage and direct the sales function for *A+* and *PCGames*. Responsibilities include organizing and implementing sales strategies to meet established financial goals of magazines as well as developing market strategies. 3 to 5 years sales management experience required. Knowledge of Apple II and Macintosh markets preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: November 11, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Programmer Analyst	Framingham, MA	B. Corry	(508)935-4416
IDG	Entry Level Programmer Analyst	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
NWW	Advertising Account Coordinator	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
CIO	Manager, Program Planning	Framingham, MA	B. Corry	(508)935-4416
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Programmer Analyst	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Part Time Accountant	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
ISG	FEDS PC Market Seg. Manager	Washington, D.C.	M. Young	(703)893-0833
ISG	Director EPS	Washington, D.C.	M. Young	(703)893-0833
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Technical Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Computer Hdware/Sftware Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Database Technician	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Advertising/Production Coord.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
PCW/MPC	Assistant Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Executive Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Senior Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW	Asst. Production Manager	*PCWorld*, San Francisco, CA	L. Smith	(415)978-3310
PCW	Production Assistant	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Director of Inside Sales	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Telemarketing Sales Rep.	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Associate Editor (News)	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
MAC	Subscription Assistant	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
IDG/P	Fulfillment/Audit Specialist	Peterborough, NH	C. Giguere	(603)924-0221
A+	Sales Manager	Peterborough, NH	P. Boule	(603)924-0275
TMG	Sales Representative-Video Prod.	Peterborough, NH	K. Blakeman	(603)924-0115
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

IDG Corporate Star Program

IDG is pleased to continue the Corporate Star Program! This award was designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Awards will be granted twice a year, at the IDG Holiday Party and at the Corporate Picnic. Up to three awards will be granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection committee.

Accounting
Chairman's Office
President's Office
Credit
Finance
Tax & Legal
International Marketing Services
List Services
News Services
Research Services
Human Resources
IS

Nomination forms appear in the *IDG World Update* so that operating unit employees can nominate corporate IDG employees who have provided outstanding service to them. Corporate IDG employees can nominate other corporate IDG employees for this award too. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **November 22, 1991.** Please use the form on the reverse side.

IDG Corporate Star Program

The recipient of the Corporate Star Award will be selected from all nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Elaine Ouellette will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual Holiday luncheon on December 16, 1991.

EMPLOYEE NAME____

POSITION or TITLE______________________________________

DEPARTMENT ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS?**

NOMINATED BY:____________________________DATE:__________________

All nominations must be submitted to Elaine Ouellette, IDG Corporate Human Resources Department, 5 Speen Street Framingham, MA by **November 22, 1991.**

Computerworld

- FROM PAGE 4

Las Vegas during the Mikrodata fair.

"The *CW Daily* gave *Computerworld* a massive amount of attention during the show," said *CW* editor-in-chief **Peter Hvidtfeldt**. This is the second year *CW Danmark* has served as the fair's only official trade show daily.

To ease the crunch of producing a daily newspaper, four or five pages of each issue were produced before the show and featured background information and in-depth articles about software piracy, European telecommunication news and other timely issues. According to Senior Editor **Mads Christensen**, these articles gave potential subscribers a taste of what's happening in the IT community and a glimpse of how well *CW* covers the industry.

IDG Denmark took part in the show itself with a booth where visitors could pick up publications, view a computer that displayed an interactive guide to IDG Denmark products and receive special offers on subscription rates.

Award

- FROM PAGE 4

Denmark for the past two years.

Managing Director **Preben Engell** said the idea for the award evolved as he was thinking of how to best commemorate IDG's tenth anniversary this year. IDG Denmark's products are the country's top IT publications, and while the company has established a leadership role, Engell prefers to stress the partnership it has developed with people in the IT industry. Engell felt that establishing the IT Award would be a visible way to show the company's support for the industry.

Engell said that the best indication of the IT Award's success was the jealousy of IDG's main competitors, the daily and business press. "News about the award was completely blocked out by our competitors," he said, "but the industry players were still well aware of it and appreciated what we had done."

Computerworld holds fourth annual Premier 100 dinner

Computerworld held its fourth annual Computerworld Premier 100 Awards dinner at the New York Yacht Club on November 4.

The CW Premier 100 is an annual ranking of the most effective users of information systems in the U.S. The winners and the survey results appeared in a special September 30 supplement of *Computerworld*.

Mail and telephone data provided by U.S. Fortune 500 companies are used to rank industrial and service organizations on seven criteria: the peer rating, short- and long-term profitability, IS training, IS staffing, the number of personal computers and terminals in the organization, and IS spending.

According to the survey, many large U.S. companies will be putting more money into information systems in the next 12 months, despite the recession. Almost three-fourths of the Premier 100 companies (including all retailers polled) expect to install new systems to gain a competitive edge.

For the first time, *Computerworld* invited top IS executives from the Fortune 500 services and industrial companies to name the best users of technology. In this opinion poll, Baldridge Award winner Federal Express ranks top in the U.S.

Cudaback Strategic Communications

IDG Chairman Pat McGovern presents an award to Gerald Hempstad, vice president of national accounts for Airborne Freight Express Corp.

More than half (67%) of the Premier 100 companies that are planning to buy new equipment will move to open, or nonproprietary, systems. Imaging systems, local-area networks and expert systems are seen as the most important emerging technologies. Many (62%) companies will be expanding overseas in 1991 and 1992. Ninety-two percent of respondents say it's "very likely" or "somewhat likely" that their company will redesign a business process around computers in the next 12 months.

Computerworld Premier 100 winners by industry category

***Aerospace*: Boeing Company**
***Consumer*: Helene Curtis Industries**
***Financial Services/Banking/Insurance*: Northwestern Mutual Life**
***Industrial*: Caterpillar**
***Manufacturing*: 3M**
***Petro/Chemical*: Amoco Corp.**
***Pharmaceutical/Food*: Merck & Company**
***Retail*: Sears, Roebuck & Co.**
***Transportation*: Airborne Freight Corp.**
***Utilities*: MCI Communications Corp.**

Noteworthy!

NEW APPOINTMENTS

John R. Wilmott has joined *MPC World* as western advertising manager. He was previously sales director at *Supercomputing Review*, which he co-founded. Wilmott has a degree in math and physics from Langley College in the U.K. In his off hours, he's a tournament bridge player and enjoys the cinema, Mozart operas and U.S. political history.

■ ■ ■

Paulin

IDC Scandinavia welcomes **Christina Paulin**, a new member of the Unix expertise center staff. Paulin previously worked as a business-to-business market researcher and analyst at GfK, the second largest market research company in Denmark. She has a master's degree in business with a focus on market research from Copenhagen Business School. Paulin enjoys downhill skiing during the rare times she's not busy taking care of her two young children.

■ ■ ■

Todd Fong is the new technical support specialist at *PC World*. Before joining IDG he worked in administrative support at Associates National Bank. A graduate of California State University at Hayward's political science program, Fong enjoys computers in his free time as well as bicycling and international relations.

■ ■ ■

Akdogan Özkan has been appointed editor-in-chief at IDG/UFT's *Computerworld Monitör* in Turkey. Özkan received a B.S. in metallurgy from the Technical University of Istanbul. After working on a post-graduate research project in England, Özkan moved to *Günes* newspaper where he worked as a foreign news desk reporter. Before being named to his current position at *Computerworld Monitör*, Özkan was working as a freelance journalist. He has written numerous articles for different magazines. In his spare time he enjoys mountaineering, reading and music.

■ ■ ■

Jeanette Borzo joins *InfoWorld* as senior writer overseeing desktop publishing, graphics and multimedia software. Borzo joins *IW* from *Business Travel News* where she was a technology editor covering the travel industry and technology. Borzo has a B.A. in Russian literature and language from the University of California at Berkeley.

Christine Lewandoski also joins *InfoWorld* working with two regional managers as a sales assistant. Prior to joining *InfoWorld*, Lewandoski was with North Jersey Newspapers in advertising sales in charge of developing and maintaining new accounts. Currently, Lewandoski is in her senior year at Seton Hall University in New Jersey majoring in communications.

Newly appointed as training coordinator, **Laurie Durlester** is responsible for organizing training classes at *InfoWorld*. Previously, she was with Gray Line Tours as a customer service representative answering complaint letters and customer inquiries. She enjoys cooking, aerobics, camping and rafting.

Monique Melia Walters joins *InfoWorld* as market research assistant in charge of coordinating research vendors and research projects. Formerly with Sun Moon Star as an assistant product manager, Walters had responsibility for product marketing for PCs and CD-ROM products. Walters attended Oregon State University and received a B.A. in political science. She enjoys running, skiing, volleyball and modern rock.

■ ■ ■

Julie Jeremiah joins *Network World* as marketing specialist. In her new role she will oversee promotions. Jeremiah was previously with Spaulding and Slye as a communications coordinator. She received an B.A. from Bowdoin College in Brunswick, Maine and her M.S. from Boston University and enjoys skiing and hiking.

■ ■ ■

Nicole Norton joins IDG Australia as marketing associate in charge of the client newsletter and assisting with all marketing material. Earlier, Norton worked in the administration department at Lolly Pops Australia. She received a B.S. in marketing and enjoys netball, traveling, theater, sailing and tennis.

■ ■ ■

SunWorld magazine has appointed **Karen Carroll** as sales assistant responsible for general clerical duties and telemarketing. She will also handle the customer database and media kit requests. Carroll previously held a control clerk position with Ticketron.

■ ■ ■

Jennifer Vettraino joins IDC in Framingham as copy editor in the production services department. Previously she was with Ottenheimer Publishers in Baltimore as a proofreader for children's books. She received a B.A. in from Johns Hopkins University and enjoys fiction writing, reading and hiking.

Czech change

IDG Czechoslovakia has a new address:

Vladimir Tichy
General Manager
IDG Czechoslovakia
Luzna 2
160 00 Prague 6
Czechoslovakia

Tel: 42 36 62 51
Fax: 42 34 78 81

TISC's Brown Celebrates 10-Year Anniversary

David Brown and Pat McGovern were among the first customers to enjoy lunch at the Ritz' newly reopened dining room.

Pat McGovern, chairman of IDG, recently escorted TISC Research Director David Brown to Boston's Ritz-Carlton hotel for lunch in honor of his 10th anniversary.

Brown joined IDC in the fall of 1981 as assistant manager in the IDC corporate library. In 1983, he was promoted to research analyst, and a year later was named manager of client services for the Corporate Planning Services program. In 1984, he was awarded IDC's James Peacock Award for outstanding performance.

In 1987, Brown was appointed director of client services for Computer Market Planning Services. A year later, he joined Technology Investment Strategies Corp. and assumed his current position of research director.

In this role, Brown is responsible for conducting research and writing bulletins and reports on workstation issues in the user community and on a variety of information systems management issues.

Brown graduated with a B.S. in business management from Worcester State College. When he's not busy at TISC, Brown enjoys travel, music, theater and fitness.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS
Ted Bloom - IDG

NINE YEARS
Darinka Bratuscha - IDG Germany

SEVEN YEARS
Maureen Hanley - *Computerworld*
Lucienne Bosser - IDG France

SIX YEARS
Diane DeFlorio - IDC
Marianne Khoubesserian - IDG France

FIVE YEARS
Fritz Landmann - IDGHQ
Valerie Frenot - IDG France
Paul Earl - Emerging Technologies
Claude Gifford - IDG France

FOUR YEARS
Michelle Chase - IDG
Jeff Oterson - PCW Central Services

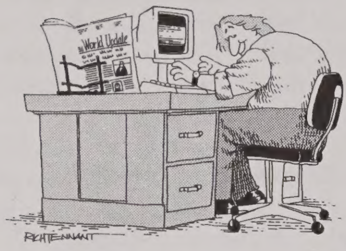
THREE YEARS
Elizabeth Heichler - *Digital NEWS*
Theresa Tai - *Digital NEWS*
Lee Levitt - IDC
John Grogan - *PC World*
Harvey Diamond - *PC World*
Alain Ritaly - IDG France
Laurent Guillermain - IDG France
Christelle Bertrand - IDG France

TWO YEARS
Scott McCready - IDC
Louise Strzelecki - IDC
Randee Rubin - *Federal Computer Week*
Neil Versen - *Publish*
Sandy Wong - *PC World*
Michele Douay - IDG France

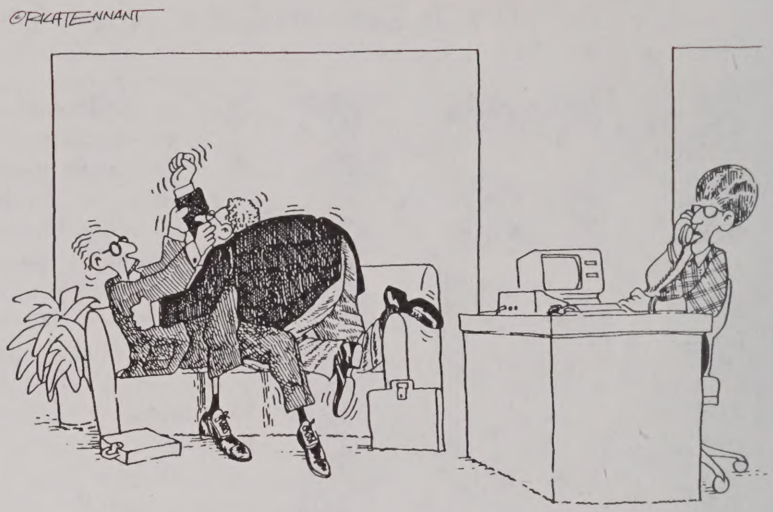
ONE YEAR
Tim Hale - *Digital NEWS*
George Altevogt - IDC
Charles Piller - *Macworld*
Susanna Camp - *Macworld*
Renee Calahan - *PC World*
Roberta Aberlee - *PC World*
Marc Benitah - IDG France
Ralph Villoing - IDG France
Valerie Feneon - IDG France
Francois Lambel - IDG France
Agnes Chardavoire - IDG France

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, December 10. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Three partners plan details for NeXTWORLD Expo
- PAGE 2

Hugo Hsiung signs on as Asia consultant
- PAGE 4

Thousands flock to Macworld Expo/ Australia
- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 47
NOVEMBER 18, 1991

IDG France takes lead in direct market

IDG France scored a coup in the French computer publishing market with the November launch of *InfoPC Computer Direct*. The bimonthly magazine is the first publication in France—if not Europe—targeted to business professionals who buy PCs, either occasionally or on a regular basis, through the direct marketing channel.

The new publication's staff is led by Publisher Jacques Tillier and Editor-in-Chief Gerard Adamis and written primarily by well-known free-lance journalists.

Recent market studies have shown that 20% to 40% of hardware and software sales in France are made through the direct channel.

FILLING A VOID

Before *Computer Direct* appeared, the only information available to direct buyers was in the ads themselves—no vehicle existed to provide product comparisons or report on the direct sales channel itself.

"People who buy direct need a special kind of information that they can't get in the traditional computer press," said Adamis, who also serves as editor-in-chief of *Distributique*, which is targeted at distributors of computer products and services.

"They want easy-to-read, precise information about all the products on the market, where they can buy them, and how much they cost."

Like its U.S. counterpart, *Computer Buying World* (CBW), *Computer Direct*'s articles include a buyer's guide, product reviews, profiles of direct vendors and users, advice from users, and news about the direct market channel.

Unlike *CBW*, whose advertisers include a large number of original manufacturers, *Computer Direct*'s clients are primarily resellers who sell through the direct channel. Adamis said there are only three or four mail order manufacturers in France, not nearly enough to support the publication on their own.

Hence, *Computer Direct* also successfully courted the reseller market: the first issue was 104 pages with 60 pages of ads, a tally that exceeded advertising goals.

Computer Direct's circulation also signified another first for IDG France. The country's top auditing bureau has certified its circulation at 105,000, the largest of any computer magazine in France.

INFOPC
NOVEMBRE 1991 - N°1
SUPPLÉMENT
GUIDE D'ACHAT
DU N° 76 D'INFOPC
computer direct
ACHAT
Négociez comme un pro
PC + DE MÉMOIRE POUR – CHER
GUIDE
160 portables et notebooks
Les traitements de texte
LA MAINTENANCE AU MEILLEUR PRIX
PRODUITS
les stars de Noël
LES SECRETS DE LA VENTE DIRECTE
NE PEUT ÊTRE VENDU SÉPARÉMENT

IDG France has broadened the target audience for *Computer Direct* by packaging it with three different publications.

The publication's distribution is also unique, Adamis said. Subscribers of *Le Monde Informatique* and *Telecoms Réseaux* receive *Computer Direct* as a free supplement packaged with their regular publications. For *InfoPC* readers, *Computer Direct* is a free supplement packaged with both subscriber and newsstand copies.

While *Computer Direct* is the first in its field, the competition is not far behind. One rival has decided to create a special section on direct sales, and Ziff-Davis is planning to include a similar section in a new magazine that will debut in February.

Adamis said he is less concerned about another stand-alone magazine from a small publisher that will launch at the end of the month.

NeXTWORLD Expo slated to debut in January

NeXT Computer, Inc., *NeXTWORLD* magazine and World Expo Corp. (WEC) have joined forces to bring the first international NeXTWORLD Expo to the San Francisco Civic Auditorium January 22 through 24, 1992.

IDG Chairman **Pat McGovern** and NeXT President and CEO Steve Jobs made the decision to form an expo in April of this year, however, the official word was not released until September. The decision was the result of a "Ten Most-Wanted List" that NeXTWORLD magazine circulated to readers and editors.

According to WEC Vice President of Planning and Operations **Bill Sell**, "Ten minutes after our conference call ended, the release of the NeXTWORLD Expo message was put up on Internet, and two calls came in from Washington, D.C. This feedback made us realize the impact the show would have — especially since the message was released without contact numbers, and people had to do their own leg work to find out more about the show."

THE COUNTDOWN IS ON

The show is being put together with the shortest lead time ever: only 90 days from its official inception to actually having the product done. Although this time frame may have everyone working feverishly, no one seems concerned about pulling it off; in fact, in the first four hours of follow-up after booth space inquiries were sent, 24 companies — representing 38 booths — committed.

"The NeXT phenomenon is in the process of exploding, while at the same time there is still the feeling of a tight-knit family," said **Jeannine Barnard**, associate publisher of *NeXTWORLD*. "There has never been a formal gathering of this community before, and we're thrilled to host this celebration and provide an opportunity for the world to see all facets of the NeXT in one place at one time," she said.

The combined user conference, exposition and developers conference is expected to draw more than 5,000 attendees, including professionals from corporate, government and educational organizations who are involved in the purchase, management or development of NeXT hardware and software products.

NeXTWORLD Expo '92 is being organized and managed by WEC while *NeXTWORLD* sponsors the two-day product exposition and user conference, which will cover key NeXT technologies and markets. Prominent speakers from NeXT, third-party developers and user organizations will participate in a series of panels and discussion sessions on NeXT technology and market issues. The NeXT product exposition will include up to 100 third-party booths showcasing software and hardware products. NeXT will also sponsor several hands-on sessions for publishing applications and NeXT Step development.

The three-day developers conference, sponsored by NeXT, will provide registered NeXT developers with information on future software technology and market direction.

Jobs will open the NeXTWORLD Expo with a keynote presentation outlining future technology directions for NeXT, highlighting software strategies for the decade ahead.

NeXTWORLD Expo is being promoted through an extensive advertising and promotional campaign. Full-page ads are being run in major computer magazines and a four-color conference brochure has been sent to a highly targeted audience of users and potential users.

Hi-Tech '91 gains presidential seal

IDG Turkey

A crowd gathers around one of the displays at the Hi-Tech '91 show in Ankara. IDG/UFT, publishers of *Computerworld Monitör* and *PC World/Türkiye*, organized the October 23-27 show. More than 62 companies participated in the event, which encompassed 1,350 square meters of show floor and attracted more than 15,000 attendees. One of the fair's highlights was the opening ceremony with Turkey's President Turgut Ozal.

On line

ASK BILL

Q What percentage of annual company profits are generated by publications outside the U.S.? How has this number varied in recent years? Are you noticing relative changes between Asia, Europe and the U.S.?

A Approximately 35% of our pre-tax profits are generated by publications outside the U.S. That percentage has increased every year for the last five years. The relative changes are typically a reflection of the maturity of the marketplace and the economic environment. In 1991, however, few countries escaped the effects of the global recession; a notable exception was Germany, which was financing reunification.

Q Has IDG reassessed its stated goal of becoming a $1 billion company by the mid-1990s?

A It is still the company's goal to reach $1 billion in revenues in the mid-1990s.

Q As stated in the employee handbook, IDG seeks to increase annual revenue by 25% to 35% per year. How has the company done in terms of achieving this goal in the recent past? Are we likely to achieve this growth rate in the next several years?

A For over 20 years IDG grew at a compound annual rate of growth of 35% in revenues. That rate of growth has naturally slowed over the last couple of years as the market has matured and as economic growth around the world has slowed. With the acquisitions and startups we have made in the course of the last few years, we have every reason to believe we can maintain strong growth rates in the '90s, although 25% to 35% rates of growth are very ambitious given the size of IDG and predicted GNP growth over the next few years.

Q The recession has posed difficulties for business units worldwide. Do you see economic conditions changing in the next six months, and if so, what do those changes mean for IDG?

A Virtually every business unit worldwide has been impacted by the recession. Economists in the U.S. predicted we would be out of the recession last summer. Although GNP figures indicate the economy resumed growing in the last calendar quarter, unfortunately the growth has been very slow and has been primarily a result of inventory building rather than consumer spending.

Until capital spending increases and consumer confidence returns, the U.S. will be in a slow growth mode. Knowing what is happening, we have advised all business units to be cautious going into fiscal year 1992.

Q What does the corporate trend toward mergers and acquisitions mean for the world of publishing? How will IDG fare in this era of publishing mega-companies?

A A good deal of consolidation by way of mergers and acquisitions in the world of publishing took place in the late '80s; as a result of the exorbitant prices that were paid, many of those deals are now unwinding. In that IDG is also a mega-publishing company in a strong financial position, there is every reason to expect we will do quite well in the land of the giants.

We'll continue to see selective acquisitions as companies like Cahners continue to build their portfolio; on the other hand, we don't foresee any major acquisitions or mergers in the publishing field.

> **In that IDG is also a mega-publishing company in a strong financial position, there is every reason to expect we will do quite well in the land of the giants.**
>
> **- Bill Murphy**

Q How do non-U.S. offices determine compensation and benefits? How is that integrated with our domestic policies?

A In the foreign operations compensation and benefits are determined at the local level based on guidelines from IDG and the competitive environment. Benefits are in many cases mandated by the government, which precludes our ability to integrate them with U.S. policies.

■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Asian business specialist appointed at IDGHQ

Hugo Hsiung joins IDG Headquarters as associate to the chairman/Asia business development.

"With his great knowledge of the Asian markets and of publishing, Hugo is here to assist our Asian companies, both with improving their existing projects and identifying new market and product opportunities," noted IDG Chairman **Pat McGovern**.

Hsiung said he feels that one asset to his appointment is his connection to the Asian countries.

"As a Chinese, I feel that it will be easier for me to identify the management teams to do business with and help IDG recognize the business opportunities as well as the untapped potential that exists," he said.

Prior to joining IDG, Hsiung was associate editor of *Electronic Business Asia*, a Cahners Publishing magazine.

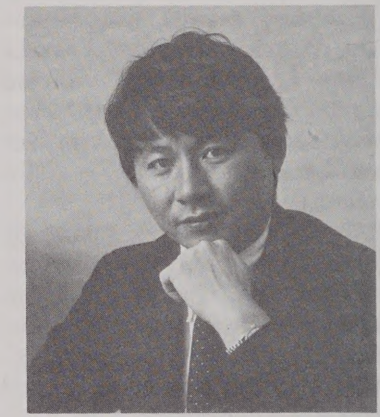
He was the only U.S.-based editor covering U.S. electronics companies, business interests and activities in Asia. He also supervised the writing, editing and production of *Electronics Business Asia*'s regional editions in Chinese, Korean, and Japanese.

While at Cahners, Hsiung was named "Best Reporter of 1991 for Chinese-American Affairs" by the Organization of Chinese Americans. He also worked as a free-lance reporter for *China Daily*, Beijing's only English-language newspaper.

Hsiung is currently pursuing a Ph.D. in international relations and foreign policy at Boston University. He is also the recipient of two fellowships, the Rissho Kosei-Kai Fellowship at The Fletcher School of Law and Diplomacy and the Earhart Fellowship at Boston University in international relations and communications.

Hsiung began his masters of science in journalism at The Chinese Academy of Social Sciences in the fall of 1986 and completed the program at Boston University in 1987. He also received a B.A. in English language and literature from China's Hunan University.

> **"As a Chinese, I feel that it will be easier for me to identify the management teams to do business with and help IDG recognize the business opportunities as well as the untapped potential that exists."**



Hsiung

IDG HQ

Employees benefit local food drive

Employees in one of IDG's Framingham offices recently donated close to $1,000 worth of food and personal care items for a program to benefit local food pantries and homeless shelters.

Michelle Chase (left) spearheaded the event, Ted Bloom donated 10 cases of baby formula on behalf of IDG, and Donna Cahill and Lisa Nylander helped coordinate the donations.

IDG Human Resources

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK November 18, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

SALES MANAGER(S) (CBP)
Candidates will work closely with an inside sales team developing strategies to sell advertising space to major accounts throughout assigned territory. Minimum of 5 years outside sales experience required.
Position available in the following locations: Irvine, CA; San Francisco, CA; Atlanta, GA.

CIRCULATION DIRECTOR/MANAGER (ENP)
Responsible for the development and management of circulation for *Electronic News* and other ancillary products that circulation supports. Candidate should have circulation modeling knowledge, budgeting experience, international circ. building experience, and knowledge of both paid and controlled circulation. This position will be responsible for circulation renewals, direct mailings, and will interface with fulfillment and printing vendors. Candidate will also lead a concerted circulation expansion effort.

PRODUCTION DIRECTOR/MANAGER (ENP)
Candidate will be responsible for all manufacturing, production and distribution activities for *Electronic News*. Candidate will establish production strategy and operating priorities, serve as liaison with the editorial and advertising departments, and interface with printing and distribution vendors. 5 or more years of hands-on production experience required. Knowledge of international distribution would be helpful. Will be responsible for the start-up of an internal production and manufacturing department at *EN*.

BUSINESS MANAGER (ENP)
Responsible for working closely with the *Electronic News* management team in meeting *EN*'s Business Plan. Areas of direct responsibility include budgeting, forecasting and financial analysis. Will serve as the direct contact with the IDG Accounting department and with outside vendors. Business management experience in publishing or a related industry and a degree in finance, accounting or MBA preferred. May also be responsible for acting as the Human Resources liaison with IDG.

REGIONAL SALES MANAGER(S) (ENP)
Candidate will sell advertising space in *Electronic News* to clients, potential clients and their agencies. Candidate must maintain active presence in large geographic territory, sell strategically to key accounts, and complete territory sales goals. Previous advertising experience in the electronics industry or computer industry preferred. Candidate must possess excellent oral and written communication skills.
Position available for the following areas: Central Region-Chicago, IL; Mid-Atlantic Region-New York(Metro area)

REVIEWS EDITORIAL ASSISTANT (IFW)
An entry level position which includes general clerical, light editing and PC experience. Knowledge of the ATEX system is helpful and an interest in PC's a must. Growth path leads to Technical Editor.

DIRECT MAIL CLERK (IDG/B)
This part-time temporary position will pack book orders, maintain data entry and perform other miscellaneous tasks associated with fulfilling direct mail book orders.

CUSTOMER SERVICE REPRESENTATIVE (CWDD)
Candidate will be responsible for processing orders, quotes and proposals, conducting customer service, maintaining database and planning seminars for our Burlingame, CA office. Position requires a working knowledge of Paradox and strong communication skills. 1-2 years customer service experience a plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: November 18, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Entry Level Programmer Analyst	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
NWW	Advertising Account Coordinator	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mail Clerk	Framingham, MA	D. DeFlorio	(508)935-4316
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
CIO	Manager, Program Planning	Framingham, MA	B. Corry	(508)935-4416
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, Atlanta, GA	B. Corry	(508)935-4416
CBP	Programmer Analyst	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ENP	Circulation Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Production Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Business Manager	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Central Regional Sales Mgr.	*Electronic News*, Chicago, IL	K. Beach	(215964-4193
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IFW	Reviews Editorial Asst.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Computer Hdware/Sftware Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Direct Mail Clerk (Part-Time)	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	M. McCarthy	(415)312-0614
PCW/MPC	Assistant Editor	San Francisco, CA	R. Landry	(415)281-8650
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
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PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Director of Inside Sales	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Associate Editor (News)	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
MAC	Subscription Assistant	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Fulfillment/Audit Specialist	Peterborough, NH	C. Giguere	(603)924-0221
A+	Sales Manager	Peterborough, NH	P. Boule	(603)924-0275
TMG	Sales Representative-Video Prod.	Peterborough, NH	K. Blakeman	(603)924-0115
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

1991 ENNE Awards recognize enterprise networking successes

Network World

Colin Ungaro, president and publisher of *Network World* (right), presents the prestigious ENNE Partnership Award to David Mahoney, president of Banyan Systems, Inc. and Major General Harry W. Jenkins, U.S. Marine Corps.

Six major U.S. business and governmental organizations were recently named winners of the 1991 ENNE Awards at the NetWorld '91 conference in Dallas, Texas.

The enterprise network excellence awards, co-sponsored by *Network World* and NetWorld, recognize achievements in implementing enterprise or organization-wide networks that provide a decisive competitive advantage.

The top award went to the United States Marine Corps and Banyan Systems for building the enterprise network used in the Gulf War. A distinguished panel of 16 independent judges selected the winners, who were chosen from 253 entries nominated by companies in the networking industry.

The other companies honored were Grand Metropolitan (food sector), Holiday Inns, Household International, *TV Guide* magazine and Systems, Software, Support, Inc.

In addition, the ENNE's 1991 Pioneer Award went to Kenneth H. Olsen, president of Digital Equipment Corp., in recognition of outstanding achievements in the enterprise networking industry.

The ENNE Technology Leadership Award was presented to Lotus Development Corp. for Lotus Notes, which was cited as a new product that provides a positive impact on the marketplace while setting a new reference point or baseline for future development.

Recognizing that a growing industry needs innovative people with new technological ideas, *Network World* and its ENNE co-sponsor created a scholarship fund last year. Money raised by the ENNE Awards dinner and through other sources, such as a percentage of NetWorld conference revenue, is channeled to colleges or universities that provide education in the use of enterprise networking.

Calendar 1 2 3

- **DECEMBER 3-4**
  UNIX Fair '91
  Shinjuku NS Hall
  Tokyo, Japan

- **DECEMBER 11-13**
  Media World Expo
  Sunshine Hall
  Tokyo, Japan

- **DECEMBER 11-13**
  CD-ROM Expo
  Sunshine Hall
  Tokyo, Japan

- **DECEMBER 18-20**
  Portable Computing & Communications
  Sunshine Hall
  Tokyo, Japan

- **DECEMBER 19**
  IDG Board of Directors Meeting
  IDG Headquarters
  Boston, Massachusetts

- **JANUARY 12-15**
  Macworld Expo/San Francisco
  Moscone Center & Brooks Hall
  San Francisco, California

- **JANUARY 22-23**
  NeXTWORLD Expo
  Brooks Hall
  San Francisco, California

- **JANUARY 27-30**
  ComNet
  Washington Convention Center
  Washington, D.C.

- **FEBRUARY 11-13**
  New Horizons-Open Systems
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **FEBRUARY 12-14**
  Macworld Expo/Barcelona
  Mercado de les Flors
  Barcelona, Spain

Noteworthy!

PROMOTIONS

PC World's **Mark Taussig** has been promoted to national accounts manager/direct channel consultant. His new responsibilities will include supervising *PC World*'s catalog sales efforts and sales for the 20 leading direct channel advertising prospects. He will continue with his current responsibilities as Midwest account manager.

NEW APPOINTMENTS

Lynn Levasseur joins IDG Credit as credit assistant and will be responsible for researching customers' credit. Levasseur comes from R.J. Lanzar Plastering, Inc. where she served as office manager. Levasseur has taken accounting courses at both Holliston Junior College and Massachusetts Bay Community College. In her spare time she enjoys restoring her Victorian home.

• • •

Elizabeth Freedman joins IDC as group marketing specialist. She is responsible for promoting and publicizing the communications group and generating and increasing sales. Freedman comes from Addison-Wesley Publishing Co. where she was a marketing coordinator in charge of promoting, supporting and selling computer-science books to retail and academic channels. She received a BA in English and Spanish from Simmons College.

• • •

Jennifer Davy joins IDG's Corporate Human Resources team as human resource administrator. She is in charge of internal training and program coordination and maintaining the human resources information system. Davy received a BS in communication from Boston University and lists horseback riding, Macintosh computers and cats among her many interests.

• • •

Peter Horan joins the Marketing Services Division as national account manager working with large, multipublication advertisers. Horan comes to IDG from Ogilvy & Mather where as senior vice president/group director he worked on the worldwide advertising program for Microsoft. Horan has 16 years in advertising, including 12 years with TFB/BBDO, working on high-technology accounts. He received his MBA from San Francisco State and his BA from Santa Clara University. He enjoys running and playing basketball.

• • •

As the newly appointed vice president of research at Information Strategies Group (ISG), **Charles Blake** is responsible for the day-to-day activities of the federal programs. He previously served as president of Wharton Resource of Washington. Blake holds a BS in management from Wayne University and enjoys running and golf in his spare time.

ISG also welcomes two new federal account managers. **Alexander Metzger** is responsible for the sales of ISG end-user services to the federal government account base. Metzger comes from the Federal National Trade Productions where he was account manager in charge of sales, sales management of federal government trade show space to vendors in the federal workplace. He received a BBA in marketing from Ohio University and is active in tennis, softball and jogging.

Also under the title of federal account manager, **Sam Maccerola** will work with the departments of Energy, Housing and Urban Development, the Army and the federal court system. Prior to joining Information Strategies Group he was director of federal sales for Micro Planning International. Maccerola holds a BS in business administration from Tuscon State University.

Denise Sullivan has also signed on with the Information Strategies Group team as a vendor account manager responsible for federal, state and local government sales. She most recently worked as a senior account executive at National Trade Productions. Sullivan is a graduate of George Washington University and in her off-hours can be found playing tennis and golf.

• • •

The new voice at *Federal Computer Week*'s reception desk belongs to **Claudia Wair**. She comes to IDG from a support staff postion at Wheat First Securities. A graduate of Middlebury College with a degree in English literature, Wair is pursuing an MA in the same field at George Mason University. She enjoys writing short fiction and plays, hiking, and playing the guitar and harp.

• • •

Shirley Tafoya is a new regional manager for advertising sales at *SunWorld*. She previously served as an account manager at *InfoWorld*. Tafoya has a BS in business administration, with an emphasis in marketing, from the College of Notre Dame. An aerobics teacher, she also enjoys reading, traveling and cycling.

• • •

Kris Trathen joins the sales and marketing staff at IDG Books as an order specialist. She was previously responsible for customer service and balancing the books at Safeway. Trathen is currently pursuing a degree at the College of San Mateo.

• • •

PC World welcomes **Cheryl Curbow** as director of research. She will be responsible for primary and secondary research to support marketing, sales, circulation and editorial. Most recently Curbow managed market research and marketing and advertising strategy as the consumer insights associate director at Young & Rubicam. A graduate of Mount Holyoke College with a degree in math and physics, she enjoys nature and auto racing.

Macworld Expo/Australia Draws Large Following in Sydney

Macworld

World Expo Corp./Australia representative Alan Tayt (left), Macworld President Jim Martin and Apple Australia General Manager David Strong together opened Macworld Expo/Australia earlier this month. Martin's keynote address on the future of the Mac market was the first in a series he will make at industry functions worldwide in1992.

Macworld

IDG Australia's Managing Director Don Kennedy (left) and Marketing Director Robert Wells spend some time at the *Macworld* booth. Show observers said the more than 18,000 visitors to the Sydney show were particularly interested in the new notebook Macintosh computers.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS
Rita Gregersen - IDG Denmark
James Warmack - LINK Resources

EIGHT YEARS
Craig Pierce - IDG Intn'l News Group

SEVEN YEARS
Lisa Whittemore - *Computerworld*

SIX YEARS
Jerry Borrell - *Macworld*

FIVE YEARS
Joanne Cummings - *Network World*
Jake Widman - *Publish*

FOUR YEARS
Karin Lorenz - *Computerworld*

THREE YEARS
Carolyn Osgood - IDC
Denise Perreault - *Computerworld*

TWO YEARS
Donna Cahill - IDG
Tim Johnson - *Macworld*

ONE YEAR
Susan Woodworth - *CIO*
Deirdre Kelly - *Federal Computer Week*
Don Seay - *Network World*
Till Wortmann - IDG Germany
Connie Brown - *Computerworld*

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Timo Tolsa will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

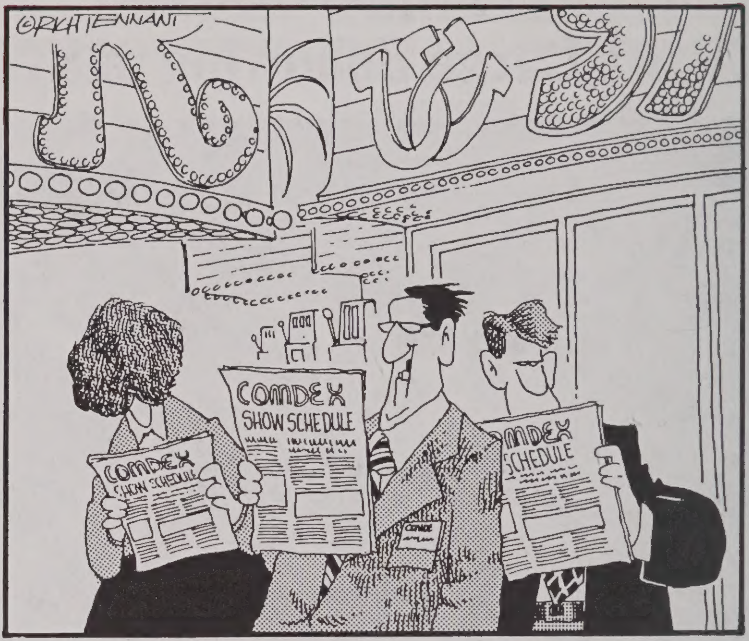
"5:1 on Canion. Seems kinda steep to me!"
- **Dave Taylor**, *SunWorld*

"World record! Thirty-eight people squeeze into the IDG Mazda Miata."
- **Ron Cioffi**, *InfoWorld*

Most attendees turned to the 'Off line' portion of the Comdex Show Schedule in an attempt to get at least a T-shirt or mug out of this year's show.
- **Peter Rosati**, IDC

"They're giving 3:1 that OS/2 will go straight into the dumper."
- **Dave James**, *PC World*, Irvine

(The credit department thoroughly enjoying Las Vegas) "All right...I highlighted the 90-day overdue customers in blue and the 120-day customers in yellow..."
- **Lynne Mongardi**, IDG Credit



"What's this new SL/OT operating system they're talking about here?"

- Timo Tolsa, *Tietoviikko*

"It says to get to their booth we must first go past the slot machines, take a right at the blackjack tables, and they are directly across from the craps table."
- **Kevin Normandeau**, *PC World*, Natick

"Hmm, 20:1 odds on getting back to the Excalibur in less than an hour. Sounds a little low."
- **Mark Cappel**, *SunWorld*

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Spend some time in an analyst's shoes

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Spotlight: Who's who at IDC Sweden

- PAGE 6

Custom research fuels IDC Canada's growth

- PAGE 7

IDG *World Update*

VOLUME 21, NUMBER 48

NOVEMBER 25, 1991

IDC

IDC maintains research centers in 33 countries and employs more than 300 employees worldwide, including 200 analysts. FY 1991 worldwide revenues totaled $50 million.

Special Issue on International Data Corporation

IDC was founded in 1964, at a time when state-of-the-art computer technology meant punch cards and mainframes. Known as the world's leader in market research and analysis, IDC's mission is to provide the highest quality information on the worldwide information technology industry. The information IDC provides is based on primary research and expert analysis and is targeted at both vendors and users of information technology. This issue of IDG World Update *takes a close look at IDC's practices, people and strategies.*

IDC's global strength built on local research

From the 150-person U.S. operation to the one-man office in Wellington, New Zealand, IDC offices around world share the same goal: helping customers gain a competitive edge in today's IT market.

IDC helps clients develop strategic plans, measure market size and opportunity, anticipate technology, monitor competition, select distribution channels, and evaluate the impact of industry announcements and events.

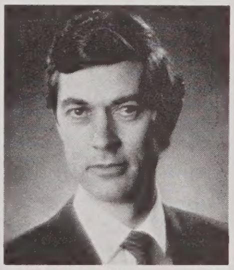
These clients represent a broad spectrum of IT professionals, from marketing managers who need competitive analysis to a vice president of sales looking for qualified leads or product managers who need to identify technology trends.

A WORLDWIDE ADVANTAGE

According to IDC President and CEO **Kirk Campbell**, "IDC's unique strength in the marketplace is its network of 33 research offices around the globe. IDC is located in countries representing 98% of the world's IT spending."

This bottom-up approach allows IDC to develop local, regional and global market perspectives for key IT sectors. For instance, when IDC Netherlands in Amsterdam conducts its annual study of the Dutch PC market, it sends its research to IDC's pan-European PC expertise center located in London. Once London has consolidated all of the information from IDC's 13 European offices, it then forwards this data to the U.S. office, which has overall responsibility for IDC's worldwide PC market estimates and forecasts.

If an IDC client in the U.S. needs information about the PC market in Taiwan, for example, the client would call his or her account manager in the U.S. IDC U.S. will forward the inquiry via email or fax to IDC Taiwan which will return the answer to the U.S. IDC regulary responds to its international client inquiries within 24 hours.


Campbell IDC

IDC is the only research company in the IT business committed to establishing a network of strong local research offices, a structure that mirrors that of its major clients. Developing these offices and adding new ones is one of the cornerstones of IDC's efforts to secure its long-term competitive advantage.

IDC research covers every major sector of the IT market in order to give clients the information they need. IDC has developed an array of products and services, and while the type of product and delivery system may vary from office to office, the standard means of responding to client needs are through two main areas of support: Continuous Informa-

- SEE PAGE 2

IDC

-FROM PAGE 1

tion Services and consulting.

CONTINUOUS INFORMATION SERVICES

Analyst-on-Call. 30 hours a year of direct access to a designated team of analysts. These inquiries can be made in person, by telephone, through the mail or by facsimile.

Written Research and Analysis. Written analysis can come in many forms, including lengthy reports each quarter and shorter monthly bulletins. Both contain planning recommendations supported by IDC market data, case study analysis, technology and trend assessments, event analyses and market, product and vendor profiles.

Conferences and Briefing Sessions. IDC holds numerous conferences around the world to explore key product, price/performance, managerial, strategic, distribution and competitive issues. Clients receive a small number of complimentary tickets to events in their area of interest. The one-day Computer Industry Briefing Sessions, held annually in the U.S and around the world, feature IDC staff exclusively, while the longer executive conferences, such as this fall's IT Forum in Venice, include speakers from industry as well as IDC.

On-Site Briefings. Customized proprietary briefings may be scheduled at a client's place of business.

Fax Flashes. When a new product or other vendor news is announced, key features of the product and concise analysis of its implications are faxed immediately after the vendor's announcement.

Teleconferences. New clients take part in a definition of interest teleconference and regular sessions thereafter to inform their IDC contacts about their critical areas of concern.

Research Libraries. Clients have access to IDC research, files of vendor and product information, current periodicals, press releases and publicly available financial data.

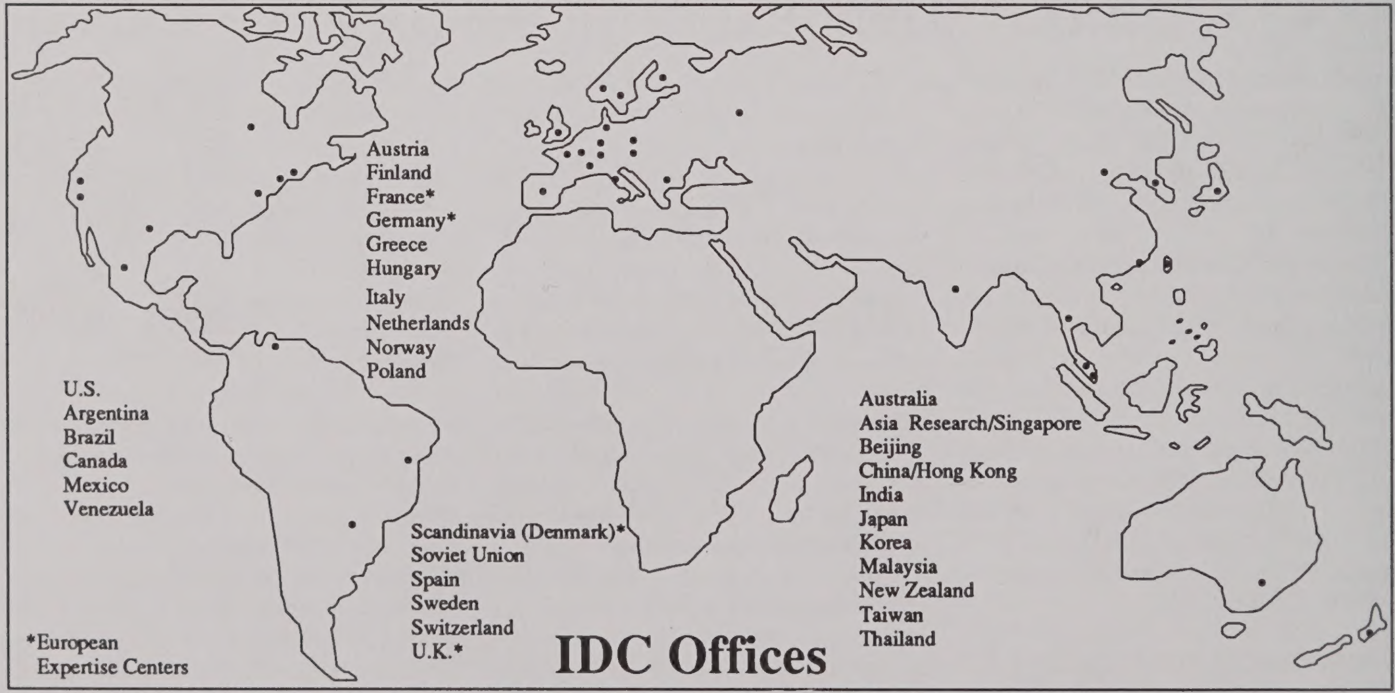
Research Index. A comprehensive topical index of the research produced by all IDC services is sent to clients quarterly.

In the U.S., clients subscribe to one or more of 38 specific research programs spread across six major categories: Systems & Storage, Software, Desktop Computing, Communications, Sales & Services and International.

CONSULTING

The consulting arm of IDC, the fastest-growing part of the company's U.S. business, provides strategic and tactical marketing services that support IT professionals worldwide in developing and implementing better business plans. It provides customized services so that clients can, among other business challenges, identify new business opportunities, analyze competitive strategies and understand customer needs and priorities.

IDC offices will often produce "multi-client studies," customized reports for several different customers who are each interested in the same kind of information and agree to share the cost of the research. As a rule, the information gathered for these clients is proprietary.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Malaysia
New Zealand
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Thailand
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IDC Offices

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK November 25, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

NEWS CORESPONDENT (ENP)
Electronic News is seeking an aggressive reporter to cover the Southern California computer electronics industry. Ideal candidate will possess a mix of both business and technical expertise. A newspaper weekly background is preferred.

ASSOCIATE NEWS EDITOR (IFW)
Candidate will assist the Section Editors in line editing. Will be responsible for all first edits of all low news and some high news as well as the coordination of all necessary production duties such as art, proofreading and signing off pages. Requires 2 years of editing and/or reporting experience in the PC industry.

EDITORIAL ASSISTANT (IFW)
Candidate will assist the Executive News Editor in organizing the news department including: compiling news list for weekly meetings, sorting taxes, sorting news wire, writing minutes of weekly critique meeting and other general newsroom support duties.

ACCOUNT MANAGER (PCW)
Responsible for pursuing all advertising opportunities through creative and imaginative sales techniques, maintaining professional and consistent performance in fulfilling all sales goals. Knowledge of the IBM and compatible industry preferred. Prior sales experience in the publishing industry required. Candidate must be able to juggle multiple tasks and must possess excellent organizational skills. Supervisory experience a plus.

ACCOUNT MANAGER (IMI)
Publish magazine is seeking a superior candidate to fill this advertising sales position for Southern California sales territory. A minimum of 3 to 5 years sales experience with major account responsibility required. Proven successful track record and strong verbal and written skills a must. Macintosh experience preferred.

SENIOR ASSOCIATE EDITOR (MAC)
MacWorld is seeking an editorial representative for the East Coast. Candidate will conceive, assign, write and edit articles. Knowledge of the Macintosh industry along with superior editing, writing and management skills required. Must possess word processing experience and the ability to work with authors, editors and artists. 3 to 5 years experience in computer journalism and several years of bylines over the course of several years of work in multiple areas required.

SINGLE COPY REGIONAL SALES MANAGER (IDG/P)
Responsible for implementation of sales and marketing programs for single copy sales of magazines throughout the U.S. West Coast and Canada. Candidate must have established contacts with single copy sales wholesalers and chain buyers and possess familiarity with the workings of wholesaler agencies. Proficiency on Lotus and DBase required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG GPI	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/IMI/PUB/SWP NXTW	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: November 25, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
NWW	Advertising Account Coordinator	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
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PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Account Manager	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Director of Inside Sales	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Associate Editor (News)	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Software Review Editor	*SunWorld*, San Francisco, CA	M. Hall	(415)267-1726
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Eastern Sr.Associate Editor	*MacWorld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
MAC	Subscription Assistant	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Butler	(415)978-3233
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
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IDG/P	Fulfillment/Audit Specialist	Peterborough, NH	C. Giguere	(603)924-0221
A+	Sales Manager	Peterborough, NH	P. Boule	(603)924-0275
TMG	Sales Representative-Video Prod.	Peterborough, NH	K. Blakeman	(603)924-0115
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	National Ad Sales Director	*GamePro*, Redwood City, CA	J. Rousseau	(415)363-5200

An IDC research analyst's work is never done

Vicki Brown is vice president of IDC's Technical Computing and CAD/CAE/CAM Programs. She talked to IDG World Update *about what an analyst's responsibilities involve.*

WU: What's the difference between a "researcher" and an "analyst"?

Brown IDC

VB: One of the most interesting aspects of being an analyst at IDC is doing both primary research and analysis. All IDCers—even director and vice presidents—are involved with both. In general, the market research and consulting industries—actually, most service companies—are flat organizations. There's no hierarchy. Everyone works!

Some of our competitors employ analysts who have "guru" status and don't do any primary research. They hire "Lotus slaves" who only gather the data, and then the analyst takes over. At IDC, analysts do their own primary research, both on the demand side (user surveys) and supply side (vendor surveys). This involvement on both the data-gathering and analysis sides ensures not only that IDC has the best definitions and methodology in the industry, but also that our analysts have greater insight into the trends and major driving forces. Outside the U.S., analysts and research directors may subcontract some of the research because there are few people on staff or because they cover so many different markets.

WU: What qualities must a successful research analyst possess?

VB: Perseverence, and closely related to it, patience. Gathering data and making sense of it is a difficult job. We have to look at the trees— the data—and also take a higher-level view of the forest—the strategic analysis. It's very difficult to balance both.

Also, it is critical to have integrity, because we have access to a lot of proprietary information. We agree not to disclose certain pieces of information until they become public knowledge. Generally, though, I'd say at least half of the people IDC deals with don't actually ask us to sign a form—we make a verbal agreement. They trust us, and they know that IDC is an ethical, reputable organization, and that says a lot.

WU: What are the responsibilities of an IDC research analyst?

VB: Analysts wear a lot of different hats. Ideally, about 60% of our time is spent on primary research, which is the foundation of what we do. Most of it is conducted over the phone, but also through meeting directly with suppliers and users. Writing up the research or analysis and getting it out in product form—whether it's a fax flash, a report, or bulletin—takes up about 20% of the time. The last 20% is spent supporting clients, and sometimes this component gets overwhelming. Clients are demanding, and they expect the 24-hour turnaround that's promised.

Those are the main elements of an analyst's job, but there's more. Every analyst is involved in sales. We're in a service business, and we're selling our expertise, not a widget or a car. Customers buy into IDC because they believe in the people. In addition, we work with our marketing department to produce fact sheets and detailed prospectuses that describe our programs. Finally, we get involved in custom consulting projects. Each major research group has one person dedicated to bringing in new consulting business, and that person often subcontracts analysts for specific projects, paying them an internal rate for their time and/or expertise.

WU: Has the method of working as an IDC analyst changed at all?

VB: In the mid-80s, analysts used to, in effect, put blinders on and just work on their own projects and in their own areas of expertise. Now there are broader research efforts that cut across different groups and involve different analysts. We're not so isolated, and we learn a lot more from each other.

We share ideas informally, through group research meetings during lunch, and special interest group (SIG) meetings. SIG meetings take place when there's a major product announcement and the analysts involved in that area share ideas.

WU: What's the most challenging part of analysis?

VB: Forecasting! A second challenge is satisfying our clients with telephone inquiry support while trying to get the research and writing done at the same time. If the research/writing part is done well, then hopefully we won't get as many incoming questions. On the other hand, sometimes the more we write, the more information customers want.

WU: What's the most challenging part of forecasting?

VB: Trying to figure out what's really going to happen beyond a two-year period. Users generally have a pretty good idea what they're going to buy now, or in the next 18 months, but they don't have a clue beyond that. Plus, technology changes so rapidly, it's hard to predict what will happen five years from now. The accepted rule of thumb is if you're within plus or minus 10% when forecasting, you've done a respectable job. It's important to get the major trend lines right, and to revise your forecasts whenever new assumptions are necessary.

CRC broadens IDC's audience

IDC

"Not one prospect has thrown us out of a product demonstration as being irrelevant to the requirements of today's market environment," noted Tasker, seated here (right) with Mike Kahn.

IDC's newest U.S. business unit, the Competitive Resource Center (CRC), was created to attract previously untapped segments of the IT industry. The unit, launched in June, has a primary mission to supply current and accurate product and vendor databases, sales support material and a variety of tactically focused services to the IT community.

"This business unit has a clear and distinct mission, and a potential client base that is quite unlike other business units within IDC," said CRC Vice President **Bob Tasker**. "The CRC is in reality a collection of high-potential business units that serve several tactical needs of high-tech companies, both in the vendor and the user communities. We help the seller sell and the buyer buy."

The foundation of the bulk of the CRC's work is the SpecBase databases: exhaustive collections of product features and functions. The SpecBase product group currently contains detailed specifications on thousands of software and hardware products and similar detailed information on the vendors.

"Currency of information is critical to the success of the CRC group of businesses," noted CRC's Director of Operations **Mike Kahn**. The SpecBase's set of databases is guaranteed to be not more than 30 days old."

Teamwork aids networks project

After almost a year of research that involved IDC offices around the globe, IDC Scandinavia recently concluded the first phase of a market research program on high speed data communication for the European Commission (EC).

The European-wide network under development is called the Metropolitan Area Communication System, (MAX) a version of a Metropolitan Area Network (MAN), which will be used for LAN-to-LAN communication, videoconferencing, image transfer and other large file transfers.

"Knowledge of local markets is not just something we tell customers. It's a reality we use."

-Mette Søeborg

IDC Scandinavia

Because the new network involves significant national infrastructure investment, the EC wanted market research studies to look at factors influencing the future success of a MAX network and to integrate all those factors in a forecast.

To accomplish this project, IDC Scandinavia Analyst **Mette Søeborg** drew on the expertise of IDC colleagues in more than 10 countries who knew about MAN networks being tested or operated locally.

"This has given me a clear idea of what IDC's worldwide presence is really all about," Søeborg said. "**Diane Frampton** at IDC Australia helped me focus at the beginning, and other offices put me in touch with vendors and telecommunications companies.

"Corporate spirit—or what I prefer to call cooperative spirit—that is the IDC I have met. It is great to know that "knowledge of local markets" is not just something we tell our customers. It is a reality that we can use."

The EC has been very pleased with the preliminary results of the study, according to Søeborg. The second phase starts in January, and IDC Scandinavia General Manager **Edward O'Hara** is also discussing future projects with the EC.

Local expertise brings clients closer

The European IT market is not easy to characterize. While it is made up of 15 different local markets with distinct characteristics, it will also become a single entity when European unification takes effect in January 1993.

As a result, IT vendors need information suppliers who can act as global partners providing both pan-European strategic planning tools as well as local marketing support. To meet both of these evolving needs, IDC decentralized its entire European operation in 1990, bringing the company closer to its customers.

"Before, we essentially had one 'factory' in London that produced European research," said IDC Europe President **Roberto Masiero**. "Now, we have eight European Expertise Centers that specialize in specific research areas. The people who are responsible are not only researchers but entrepreneurs who operate their own profit centers."

Each Expertise Center collects information on its specialized area from the local IDC offices and integrates the research into pan-European products. The European Expertise Centers are: PC & Peripheral Center, Multiuser Center, Executive Center (London), Software and Services Center, Network Center (Paris), Unix Center (Copenhagen), Distribution Center and the Eastern European Center (Frankfurt).

IDC practices the policy of 'calling all clients'

When several of the industry's top analysts gather in one room to address a late breaking topic and deliver feedback to clients, it could be considered a meeting of the minds. However, at IDC it is called a teleconference and considered one more way to offer customers valuable and timely information.

IDC established the teleconference calls in September 1989 for two reasons. First, the value of IT information decomposes with time and the initial value, from a research standpoint, was being compromised. Second, as the industry continued to grow, it became necessary to address a large number of customers at one time and put leading-edge analysis in their hands — often well before written research is delivered by fax or mail.

These calls reach a global audience of as few as 40 and as many as 100 and last up to two hours. Telephone Center Manager **Ann Clark** has also linked lines overseas when European clients wanted to participate.

IDC has completed numerous teleconferences on such topics as IBM's RS/6000, Sun's Galaxy Servers and IDC's revised workstation forecast. A topic worthy of coverage in a teleconference falls into one of two areas: tactical (e.g., a major announcement about to take place;) or strategic (e.g., market trends and analysis).

A successful teleconference call requires the commitment of a number of people. One person acts as a team leader and invites all appropriate analysts to partake.

According to Vice President, Systems Research **Vicki Brown**, "It's truly a grassroots effort. The team, if it is event-driven, lobbies a company for non-disclosure two weeks prior to the teleconference call. However, if it is not event-driven, then the team must react with amazing speed."

Administrative assistants send out invitations to clients and prospects. When companies call in saying they want to participate, they are assigned numbers to assure anonymity during the Q&A session. Clients receive a hard copy of the agenda and supporting documentation.

Preparation and the analysts' ability to field questions extemporaneously is just part of the key to the success of the teleconference calls. The ground work done by the administrative assistants is, according to the analysts, crucial to a productive call. According to Director, IBM Advisory **Peter Burris**, "The success of these calls has largely been due to the support that is lent from the administrative staff. They make it possible for the analysts to sound good."

Fact: More than 3,700 corporations and government agencies are U.S. IDC clients.

Analysts that have participated in the teleconference calls believe that this is one of the best ways to truly engage clients in the research. "These teleconferences are also beneficial in that they make us listen to ourselves. High-tech moves so fast and research goes by so fast that these forums allow the analysts to draw upon each other's expertise and develop a true team atmosphere," noted Burris.

Report tracks worldwide spending patterns

The significance of IDC's investment in maintaining a research presence in more than 30 countries becomes clear in the second annual installment of IDC's "worldwide black book," *Worldwide Information Technology Spending Patterns, 1990-1995*.

Started in April and published in October, the report is uniquely designed to meet two requirements: overall worldwide market sizing, plus the local dynamics of each country market.

"The report is a physical embodiment of the slogan 'think globally, act locally,' said Director of Worldwide Market Studies **Donald Bellomy**.

On the one hand, the report illustrates the big picture:

- The global IT market will reach $333 billion in 1991.
- After expanding 10% in 1990 in local currencies, the worldwide IT market will have grown only 8% in 1991. Computer hardware will have increased only 3.5%.

And at the same time, the report provides the level of detail necessary to plan local market campaigns:

- Among all countries in which IDC is respresented, Australian IT spending will grow at the lowest rate from 1990 through 1995.
- In the U.S., 16% of IT spending goes for packaged software, compared to 8% in Japan.

This dual perspective was achieved through a cooperative effort among IDC's more than 30 country offices, regional research centers in Europe and Asia, and U.S.-based research programs. Bellomy and Senior Vice President/Research **David Moschella** led the worldwide team that assembled and cross-checked the data.

According to Bellomy, IDC is the only company to offer worldwide data in such detail. "The factors contributing to IDC's ability are a combination of the globablization of research efforts out of the U.S. and the growth in the number of countries in which IDC is represented," Bellomy explained.

Worldwide IT Spending Patterns, available from any IDC office, is not part of any Continuous Information Services package and may be purchased separately for $US15,000. While buyers tend to be multinational systems companies such as IBM, customers also include smaller companies with more specialized product lines.

Spotlight

IDC Sweden

Sweden has the highest per capita investment of IT in the world. Correspondingly, it seems appropriate that IDC Sweden is located in the part of the country most densely populated by IT companies.

Kista is a Stockholm suburb that the city began developing for new businesses in the early 1980s. Known as the Silicon Valley of Sweden, it is home to more than three dozen major IT companies, many of whom have their Nordic headquarters in Kista.

The IDC office is housed in one of Kista's sprawling office complexes, just down the road from the Mr. Chip Hotel—one of several hotels in the area with an IT theme. Clients have easy access to the library and often drop in to pick up price lists and meet with the three-person IDC staff.

Fact: IDC opens first Asian office in Japan in 1975.

The office is part of the IDC Scandinavia network, which is headquartered in Copenhagen and includes local agent offices in Norway and Finland. As part of IDC Scandinavia, one of IDC Sweden's responsibilities is to contribute local information to the Compucast series, which consists of status and forecast reports on 13 different IT markets in each Nordic country.

According to Managing Director **Per Corlin**, IDC Sweden is starting to get involved with more vertical market reports. At the end of September, the company published a groundbreaking report on the Swedish government's use of IT—not simply a tally of the installed base, but a top to bottom look at IT policies, purchasing agreements, the procurement process, budgets, buying strategies and the major government players involved in IT decisions. More than 95% of the government's 175 agencies were interviewed, and detailed information was included on all major departments staffed by 70 or more people.

Market Analyst **Christina Törneman** supervised the project, which took six months to complete. The report has been very well-received by staff people at the central government agencies, many of whom have said it is much more thorough than any report they've ever attempted, and by vendors, several of whom said it was "the best vertical market report they've seen."

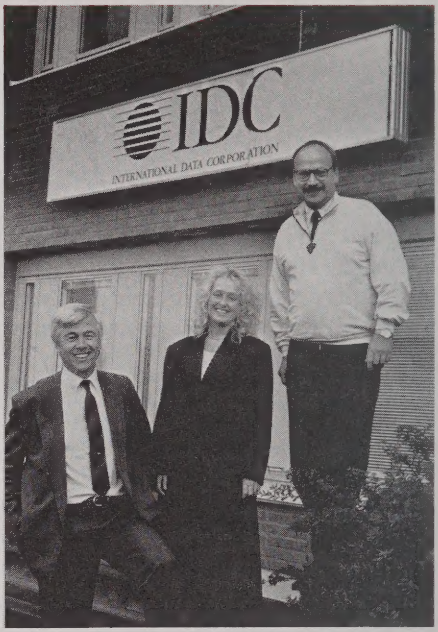
Although it is a small office, IDC enjoys a unique position in Sweden. "No other company has the skills, experience or database capability that we have," said Corlin. "There are some small local companies doing bits and pieces, but none that are tied to an international organization like IDC."

Corlin is particularly pleased with the staff's cooperative relationship with IDG Sweden. He encourages IDG's reporters to use the library and reinterpret IDC's information in a creative way so that the reports will continue to lure prospective customers. On the flip side, *Computer Sweden* boosts IDC's visibility through a weekly half-page column by Corlin or Törneman, enhanced by lively graphics, and also uses IDC data in its *CW Executive Report.*

WHO'S WHO

Managing Director Per Corlin has worked in the high-tech sales field since 1966. He came to IDC in March 1990 from NCR, where he served as a division manager for all indirect sales in Sweden and Finland. He has also served as a marketing sales manager to many high-tech firms, including Logica and Honeywell Bull.

Corlin's responsibilities run the gamut from building the image of IDC Sweden as a highly reliable research company to occasionally getting involved in local research and data collection. He serves as the primary contact for clients interested in either the continuous information service or consultancy jobs. Corlin fields most inquiries from the press, and recently appeared on television to discuss the workstation market development. Outside the office, he visits area businesses to give presentations to top managers and also lectures at public seminars and IT exhibitions.



World Update

Per Corlin (L), Christina Törneman and Fredrik Norrman

When he's not busy promoting IDC, Corlin enjoys listening to jazz and taking his motorboat on excursions in the Stockholm archipelago.

Market Analyst **Fredrik Norrman** handles telephone inquiries, follows up on surveys and writes the quarterly PC Dealer report. Normann joined IDC in 1990 after having spent two idyllic years owning and managing a small hotel. Earlier, Norrman worked as the managing director of an advertising agency that specialized in business products. In his spare time he enjoys bridge and creating crosswords.

Market Analyst Christina Törneman is responsible for the vertical market research in Sweden and for the MIS service, including telephone inquiries and library service. She came to IDC in May 1990 from the employment classified advertising department at IDG Sweden. When not at IDC, Törneman enjoys sailing and working on her wooden boat.

IDC Canada: A swift, steady and successful recovery

IDC Canada opened its doors in 1984 with only a handful of clients, but within three years had grown into a solid, profitable operation with at least a dozen clients all across Canada.

However, in late 1989, the Canadian economy suffered a severe downturn. Hardest hit was the province of Ontario, where the bulk of the country's IT industry is headquartered. To survive, IDC Canada was forced to implement a number of tough measures, among them terminating the user conference business and trimming its work force.

IDC Canada's recovery has been steady and swift, according to Country Manager and President **Paul Kennedy**, who added that the company has achieved profitability since May of 1990. Fiscal 1991 resulted in a pre-tax net profit of approximately US$100,000.

"The factors accounting for this reassuring performance are many," noted Kennedy, "but two major ones stand out."

First is the solid growth in IDC Canada's backbone subscription services. Renewal rates are above 90% and contract revenue growth is well ahead of inflation. According to Kennedy, these results are a direct response to the efforts of Vice President/Shared Research **Maureen Mottonen**, Research Coordinator **Debbie Currey**, and Research Analysts **George Bulat**, **Valerie Dickson** and **Timothy Emo**, who deliver the value of the shared computer research telephone inquiry responses and major research reports.

Director of Communications Research **Joe Greene** and Analyst **Cathy Bobkowitz** are responsible for the communication research programs focusing on the Canadian communications industry and they are experiencing the same rate of growth as the computer-related side.

As a result, IDC Shared Research has 10 of the top 10 Canadian IT firms as clients, and 21 of the top 25.

The second major factor in IDC Canada's resurgence is the growth in custom and multi-client research. Consulting to individual vendor clients is an unpredictable business, as Kennedy expects most IDC offices have found. Multi-client work has several benefits beyond the increased predictability. IDC Canada is proactively determining the subject the clients are buying into, and can sell some reports beyond the subscriber base.

Fact: Out of 152 IDC U.S. employees, 82 are women.

Michael O'Neil has spearheaded IDC Canada's consulting and multi-client efforts since mid-1990. Responding to the needs of clients, two multi-client projects, technical workstations and workgroup computing, focused on hot topics and have been well subscribed. Single client work has filled in the revenue gaps nicely, according to Kennedy.

In recognition of his contribution, O'Neil has recently been appointed director of consulting services for IDC Canada. (Staff at IDC Framingham may remember O'Neil as a fledgling data resource person in 1986-87. His tranfer to Toronto has been beneficial to everyone except the Red Sox, joked Kennedy.)

"IDC Canada is beginning fiscal 1992 in new surroundings a block from its old King Street offices. The move has gone very smoothly thanks largely to the efforts of administrative manager **Elizabeth Fleming**," said Kennedy.

"We have new office walls to cover and would ask any IDG or IDC office worldwide to send us a poster that depicts the IT industry in their country that we can frame and display," Kennedy said.

The primary goal IDC Canada aims to achieve in 1992 is to remain profitable, Kennedy noted. The company plans to conduct another multi-client project in the area of distribution channels, and to continue the growth of its shared client base.

"An equally important goal is to enjoy our work and have fun," added Kennedy.

For Your Information

U.S. Briefing Session Schedule

IDC's 27th Annual Computer Industry Briefing Session, "Directions '92: Charting the Course of IT," will be held:

March 5
San Jose, Calif.

March 12
Boston, Mass.

New Addresses

IDC has opened a new office in Mexico, and IDC Italy has relocated:

Ricardo Zermeño, Gen. Mngr.
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Av. Nuevo León No. 54
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Col. Hipodrómo Condesa
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Via R. Pitteri 110
20134 Milano
Italy

Telephone: 39-2-580-11660
Fax: 39-2-580-11670

Do-er's profile

Mirla Hjelmborg

World Update

- **PROFESSION:** Accounts Manager, IDC Scandinavia
- **HOME:** Copenhagen
- **JOINED IDC:** October 1985
- **BEST PART OF YOUR JOB:** My colleagues and the international aspect of the job.
- **MOST CHALLENGING PART OF YOUR JOB:** To keep deadlines and respond quickly to not delay anybody.
- **LATEST ACCOMPLISHMENT:** Setting up the year-end financial statement in cooperation with outside auditors.
- **INTERESTS:** Singing, theater, reading
- **FAVORITE QUOTE:** "It is better to light one candle than to curse the darkness." — Kung Fu-Tse
- **FAVORITE AUTHOR:** William Heinesen from Denmark's Faeroe Islands, a humanist whose stories emphasize Nordic culture and life in small communities.
- **GOAL IN LIFE:** I hope I'll never stop being curious toward life.
- **MANAGER'S PROFILE:** "Mirla is dynamic and powerful. She is the reason for us all being here. She is the one who controls everything. We're merely her colleagues."

IDG World Update

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Meet six of the Chairman's Award recipients
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Pat McGovern comments on Comdex
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A round-up of the world's greatest ideas
- PAGE 4

IDG World Update

VOLUME 21, NUMBER 49 DECEMBER 2, 1991

Global managers reflect on '91 triumphs

Joined for the first time by their colleagues from IDG Books and the non-publishing divisions of IDG, IDG's worldwide managers set an attendance record at their recent annual meeting. More than 80 executives gathered in Laguna Niguel, Calif., November 13-16 to discuss IDG's 1991 achievements and take a look at the year ahead.

Following a welcome from IDG President **Walter Boyd**, IDG's Director of Financial Analysis and Planning **Susan Petrie** gave a financial overview of worldwide results both for IDG as a whole and by product line. Marketing Services Division President **Kelly Conlin** gave his second annual thought-provoking look at IT markets and the ways customers are evaluating the IT press.

World Update

For the first time, the meeting included a dinner for clients. Pat McGovern (left) chats with two of the guests.

Later, new attendees at the meeting—from IDG Books, IDC, Technology Investment Strategies Group, LINK Resources, Information Strategies Group, the East-West Education Development Foundation, ExecuTrain and World Expo Corp.—each gave a 10-minute presentation on their business unit's activities.

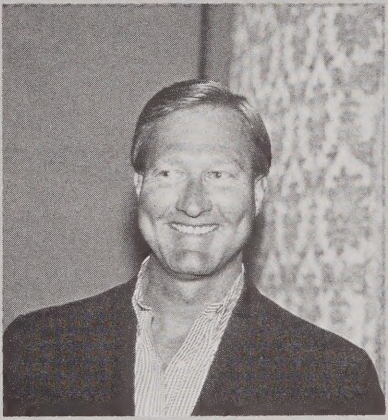
On the last day, every manager had a moment in the spotlight during the first "Great Ideas" session. Each person presented to the group, in no more than one minute, an idea that had made a significant difference for the business unit during the past year. The session was a great hit, as managers shared tricks of the trade on topics ranging from new sales concepts to better ways of building circulation.

Steve Woit, president of the CW Database Division, and **Paul Earl**, President of Emerging Technology Applications, concluded the managers' component with presentations on their respective unit's activities. Earl said he is seeking opportunities to work with IDG business units on CD-ROM projects.

IDG Chairman **Pat McGovern** wrapped up the 1991 meeting with an overview of IDG's future objectives and opportunities, noting that IT, like most industries, is cyclical. Though 1991 was not the best of years, he lauded managers for taking care of their customers and positioning their companies for the next market upturn.

Finally, McGovern honored his worldwide managers with the traditional chairman's dinner during which he presented awards for achievements in 1991 (see page two).

Martin earns Chairman's Cup



Dwyer Lindgard

Jim Martin, president and publisher of *Macworld*, won the 1991 Chairman's Cup for overall management excellence.

1991 Chairman's Award recipients

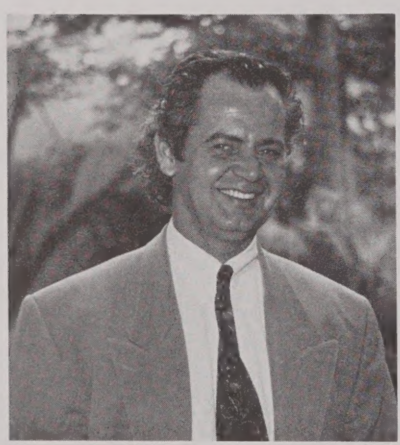
Preben Engell, general manager, IDG Danmark A/S

Most successful publication launch in the past two years (*PC Lan World*).

photos by Dwyer Lindgard

Pat Kenealy, president, PC World Communications, Inc.

Entrepreneur of the year

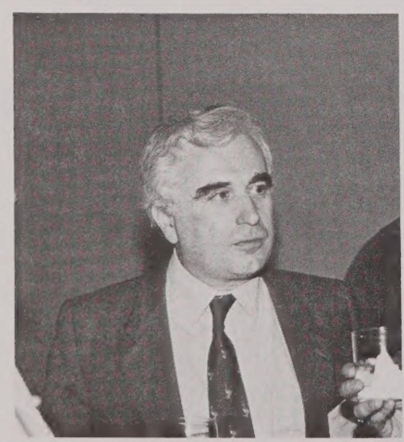


Morten Hansen, general manager, Computerworld Norge A/S

Largest gain in market share for a publication (*PC World Norge*).

Manfred Weiss, general manager, IDG Communications Verlag.

Greatest improvement in profit margin for a publishing company.



Francois Chaussonniere, general manager, IDG Communications S.A.

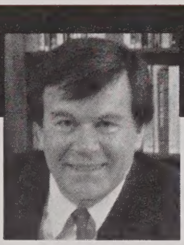
Largest percent gain in advertising revenues for a publication (*InfoPC France*).

Ruben Argento, general manager, CW Communicaciones S/A

Largest percent gain in subscription revenues for a publication (*Computerworld Argentina*).

On line

ASK PAT



Q According to reports, the European IT Forum that IDC ran in Venice recently was quite successful. What were your impressions, and what did you learn from the customers who attended?

A The Forum was a historical first! It was the first time that the heads of the leading European computer companies met in one place to openly discuss their relations with each other, their global competitors and with the European Commission. Other key speakers at the Forum highlighted the shift of IT customer investment from hardware to the resources that make successful applications such as software, systems integration, support services, training and maintenance.

IDG invited a number of its major advertising buyers to attend the Forum. They were very impressed by the quality of the speakers, the program and venue. They commented that only IDG could have organized a program of such global scope and quality. They also said it was a good example of why they wanted to increase their use of IDG global services in the future.

The Forum received front-page coverage in the *Financial Times* and other leading publications. It was also covered by the broadcast media, such as CNN. The speakers, attendees and guests unanimously supported the proposal that it be made an annual event held each year in Venice. IDC Europe President Roberto Masiero is already hard at work organizing the event for 1992.

Q Several major companies decided not to show at this year's Comdex. Do you think the Comdex show is diminishing in importance in the industry?

A I do believe that changes in the marketing of computer systems make the Comdex show increasingly irrelevant. Comdex was started 12 years ago to serve as a meeting ground between computer resellers and dealers and their computer suppliers. In recent years, the distribution channel has dramatically changed. Retailers are going out of business by the hundreds, being replaced by a few superstores. The dealers are becoming increasingly focused on a single vertical market, shifting their investment to application software and services and away from hardware which they buy as a commodity product on the basis of price. As a consequence, the percentage of the visitors to Comdex who are retailers and dealers has declined to less than 20%.

> **"Changes in the marketing of computer systems make the Comdex show increasingly irrelevant."**

Meanwhile, aggressive marketing by the Comdex organizers has overexpanded the show to the point that most visitors cannot get to the six separate sites to see the exhibits during the show. Attendees report being overwhelmed by so many companies, products and miles of aisles to cover. They say it delays their buying decision, rather than helping them to choose the best alternative.

Exhibitors express growing frustration at the excessive costs they have to pay at Comdex for booth space, hotel rooms, meeting sites, catering services, expo logistics, etc. A recent survey indicated that the major benefit exhibitors found at Comdex was not access to qualified prospects, but the chance to meet and be interviewed by the press!

Perhaps the computer publishers will recognize this opportunity and move to convert the $45 million that exhibitors pay to exhibit at Fall Comdex to more advertising space by organizing a "Meet the Press Spectacular" where companies can demonstrate their latest products to an annual meeting of computer, technical and business press representatives.

Q As IT buyers move to an open systems approach, hardware becomes more of a commodity product, and hardware producers will experience lower profit margins. Will this mean they will have to cut their budgets for advertising? How will this affect IDG?

A Overall, we expect that IT buyers will increase their spending at the average rate of 13% a year during the 1990s. However, the amount invested in hardware will grow much less rapidly than software and services. Hardware sellers will try to maintain their profit margin by increasing the efficiency of their marketing process. They will strive to cut costs in distribution by bypassing the distributor/retailer/dealer channel and to sell directly to the buyer. We expect this to result in more, not less, advertising from hardware. In fact, mail order/direct response advertising of hardware products has increased by more than 60% in the U.S. in the past year.

As IT buyers shift most of their spending to application development tools and application management services, it means that IDG business units have the chance to gain a lot more revenue from software suppliers, sytems integrators, facilities/network managers, computer consulting services, computer training services and application developers. These organizations sell proprietary products rather than commodity products, and therefore, they need to invest substantially in advertising in order to gain an adequate corporate image and a good share of mind for their brand names.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Managers share the world's best ideas

One of the highlights of the 1991 Worldwide Managers Meeting was the "Great Ideas" session. The following pages include selections from the one-minute presentations.

Jim Povec, IDG Japan

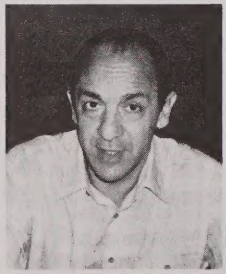
World Update

Circulation development in Japan is very difficult. To overcome this, IDG Japan set up user clubs that offered members a 60% discount on subscriptions and extras such as expo tickets. Subscribers got a package of services worth $150 for about $50. The campaign has brought 20,000 additional subscriptions to *Computerworld Japan.*

Francois Chaussionniere, IDG France

IDG France decided to place more emphasis on telemarketing and hired a permanent telemarketing manager to the coordinate activities of a seven to 12 member staff. This staff does reader surveys as well as sell advertising and space in card decks. The group made more than 60,000 contacts last year and won more than 3,500 new subscriptions. Revenues from new subscriptions increased 35%, and the renewal rate for existing subscribers was improved by 4%.

Ruben Argento, IDG Argentina

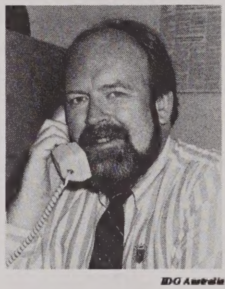


Serious inflation in Argentina and Brazil has prevented many suppliers from purchasing their previous volume of ads. As a result, IDG Argentina has launched six newsletters since April in such areas as open systems and networking, showing a 20% increase in revenue.

Manfred Weiss, IDG Austria

IDG Austria launched a subscription promotion campaign for existing subscribers. Four weeks before subscriptions expired, a reader survey was sent along with a letter making a special offer. Readers who renewed under this promotion received two free classified advertisements in *Computerworld.* The promotion increased renewals by 92%.

Don Kennedy, IDG Australia


IDG Australia

In Australia a book club was set up to leverage the advantage of the many new publications from IDG Books Worldwide. IDG books are published by a local book company under license from IDG Books in the U.S. IDG Australia has an agreement with the Australian publisher to run house ads for the books. IDG Australia gets 40% of any orders received and passes the order on to the book company for fulfillment. The program has been so successful that it is now being franchised to another magazine publisher, and IDG Australia reaps 20% on all those sales as well.

WORLD EXPO
CORPORATION

Cherif Moujabber, World Expo Corp.

IDG World Expo has proposed a joint meeting by World Expo and publishers with the publication audit agencies to suggest that a simplified conference and show registration form be accepted by the audit agency. Under their proposal, the new form would be adopted as audited proof of a qualified subscription, and publications could quickly and easily acquire additional qualified subscriptions as part of their show activities.

Henry Morales, IDG Mexico

IDG Mexico has launched a news service supplying IT news to daily newspapers in the country. Newspapers are supplied a weekly package of stories that can be used to publish a weekly computing section in the newspaper. All stories carry a credit line to IDG, placing the IDG name before thousands of additional readers and stimulating the entire Mexican information technology environment. The IDG material now appears in 86 newspapers and reaches five to six million people. About 15 of the larger papers are now paying for the service, covering all costs of the program.

Dave Eagan, *Digital NEWS*

With fierce competition in the marketplace and a loss of confidence in Digital Equipment Corp., *Digital NEWS* launched a product profile council. This group of prominent industry leaders helps guide the standards of product reviews and editorial coverage, and some members also write product reviews. The program has helped to define *Digital NEWS* as an innovator in the market.

Young-sil Gimm,
Hi-Tech Information, Korea

To stay closer to its customers, *PC World Korea* established a bulletin board system and made public domain software available on line. Because the PC market is new in Korea, many readers are students, and much material in the publication is directed to them. *PC World* has begun accepting and publishing some student articles to foster this interest.

Ney Kruel, IDG Brazil

IDG Brazil has invested heavily in building a database with reader and site information. Using both in-house lists and purchased lists, the database now contains information on 8,000 companies, which can be used to aid the sales team.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK December 2, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

OFFICE MANAGER/RECEPTIONIST (IDG)

Candidate will provide support for the regional office. Excellent word processing, communication and people skills a must. Prior office experience required.

EAST COAST DISTRICT MANAGER (NWW)

Seeking an experienced advertising sales professional with intimate knowledge of communications computer accounts in the East Coast. Territory coverage includes sections of New Jersey, Pennsylvania, Washington D.C., Delaware, Maryland and Northern Virginia. High visibility in marketplace and an excellent track record required.

ACCOUNT EXECUTIVE (NWW)

Responsibilities consist of selling advertising space in The Networking Marketplace section of *NetworkWorld*. This includes prospecting and servicing clients, maintaining database as well as scheduling ads with the production department. Prior telephone sales experience, especially ad sales helpful. Macintosh computer experience a plus.

ADMINISTRATIVE ASSISTANT (IDC)

IDC's West Coast research office seeks an administrative assistant who will work as contact for research, production and marketing between IDC West, IDC Corporate and IDC International offices. Specifically, will support staff with general administrative duties. Requires IBM PC and Macintosh experience. Local Area Network experience preferred but not necessary. Ability to design and produce presentations and strong organizational skills a must.

NEW ENGLAND REGIONAL SALES MANAGER (ENP)

Candidate will sell advertising space in *Electronic News* to clients, potential clients and their agencies. Candidate must maintain active presence in large geographic territory, sell strategically to key accounts, and complete territory sales goals. Previous advertising experience in the electronics industry or computer industry preferred. Candidate must possess excellent oral and written communication skills.

TELEMARKETING SALES REPRESENTATIVE (PCW)

Responsible for selling, servicing, and developing advertising for *PCWorld*'s Action Card postcard deck and Management Guide to Windows Buyers Guide in U.S. 2+ years of telemarketing sales experience, working knowledge of PC's, products and marketplace required. Excellent written and verbal communication skills as well as organizational skills a must.

PART-TIME ACCOUNTING ASSISTANT (CWPI)

Flexible part-time position to provide clerical support to CW Accounting Department. Responsibilities include general filing, A/P check distribution and data entry. Candidate must be organized, possess basic math skills and be familiar with PC's. Previous business experience required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

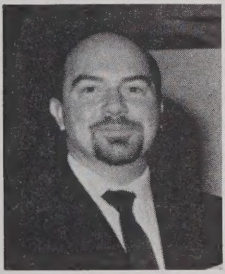
Revised: December 2, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Office Manager/Receptionist	Irvine, CA	B. Corry	(508)935-4416
IDG	Part-Time Administrative Asst.	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Account Executive	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Advertising Account Coordinator	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Admin. Asst. - Research	Mountain View, CA	N. McSharry	(415)691-0500
IDC	Part-Time Administrative Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, Atlanta, GA	B. Corry	(508)935-4416
CBP	Programmer Analyst	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Circulation Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Production Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Business Manager	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Central Regional Sales Mgr.	*Electronic News*, Chicago, IL	K. Beach	(215)964-4193
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IFW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Editorial Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Reviews Editorial Asst.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	D. Vieraitis	(415)312-0566
PCW/MPC	Assistant Editor	San Francisco, CA	S. Rosenzweig	(415)281-8649
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW/MPC	Senior Editor	San Francisco, CA	S. Rosenzweig	(415)281-8649
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	B. Theobald	(415)978-3377
PCW	Asst. Production Manager	*PCWorld*, San Francisco, CA	L. Smith	(415)978-3310
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	Assistant Editor (A)	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Account Manager	*Publish*, San Francisco, CA	S. O'Brien	(415)978-3309
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Eastern Sr.Associate Editor	*MacWorld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
A+	Sales Manager	Peterborough, NH	P. Boule	(603)924-0275
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

David Ushijima, *Macworld Japan*
Macworld Japan has offered a fax back service that can deliver information from advertisers to readers. Advertisers can upload up to three pages of information to the *Macworld* system. Any reader can call in, enter a personal code and receive information. Advertisers can upload information 24 hours a day and have been using the system to keep readers updated on the latest product and price information.

S.W. Chan, IDG Asia
Computerworld Hong Kong has been facing ever-increasing postage costs that have squeezed profitability. To control these costs *Computerworld* switched from 64 pound paper to 42 pound paper.

Martin Taylor, IDG New Zealand



IDG New Zealand

IDG New Zealand believes in the value of exhibitions. We started with Macworld Expo but felt a more broad-based show was needed to deal with a tough new competitor. The solution: trade on the *Computerworld* name. The Computerworld Expo had instant credibility that allowed it to be sold at a 30% premium over the competition in the first year.

Wieslaw Migut, IDG Poland
With distribution channels in Poland in disarray, building consistent circulation through regular readership has been a challenge. To promote regular readership we printed weekly coupons in *Computerworld*. Anyone who sends in 10 coupons gets a free classified ad.

Morten Hansen, IDG Norway
When the competition in Norway got stiffer, we needed to stay closer to our customers. IDG Norway's 28 top customers were connected to IDG electronically so we could provide them with extra services.

Gebhard Osterwalder, IDG Switzerland
Computerworld Schweiz wanted to attract more students to the publication. *CW* ran a promotion that offered 50% discounts to students with the headline, "Father is paying double."

Paco Zabala, IDG Spain

World Update

PC World Espana has found that including disks with the issue is a sure way to increase sales. *PCW* made an agreement with Digital Research to offer its operating system to anyone who signed up for a two-year subscription. The arrangement allows IDG to purchase the disks at a deep discount, and everyone wins on the deal.

Bengt Marnfeldt, IDG Sweden
IDG Sweden has found that what advertisers want more than anything else is sales leads. To meet this need we now supply qualified leads to advertisers from the in-house database.

Istvan Biro, IDG Hungary

World Update

There is an increasing demand for color advertising in *CW Szamitastechnika*, but producing a full-color issue each week is simply too expensive. Instead, we produce bi-monthly, single-subject color supplements and channel color advertising into these. They have been so successful that the frequency will be monthly in 1992, and perhaps by the following year the volume of color advertising will be sufficient to justify full-color each week.

Gordon Haight, Integrated Media Inc.
A database has been created at *Publish* that includes some 7,000 products and services. Anyone in the company can access the database, and it's beginning to be sold outside the company. It will also be used to produce special hardware and software issues of the magazine.

Ciro Villate, *Computerworld Colombia*
With the Colombian IT markets in recession and battered by inflation, the staff at *Computerworld* realized that they would sink or swim with the industry. We began visiting companies promoting the theme "let's swim together" and started trading information with advertisers monthly. As a result, ad volumes and circulation are growing, and the publication is in the black.

AL SERVICIO DE LA COMUNIDAD INFORMATICA

COMPUTERWORLD

Colombia

REDES:¡Avance Incontenible!

LINKS S.A. abre sus puertas

Wang anuncia el VS 6000 de bajo costo

La auditoria de sistemas y la Constitución

Steve Woit, *Computerworld*
An industry advisory council was created to promote use of the former ITI database, now a part of *Computerworld*. The group has regular half-day sessions to explore databases uses. The program will be used to spin out a seminar program for additional revenues.

- SEE PAGE 6

Best ideas

-FROM PAGE 5

Ken Kaplan,
Federal Computer Week

The U.S. government awards individual IT contracts of up to $25 billion to a single contractor, but the contractor must then find individual integrators to actually pull those sales into individual branches of government. *FCW* created special handbooks to aid this process.

Cheryl Wafai, *PC World Middle East*

At *PC World Middle East* research showed that 71% of readers traveled extensively outside the region. The staff took this information to the airlines and bartered advertising space for air tickets. This was a critical cost savings for an operation that covers 12 countries and whose staff must travel extensively.

عالم الكمبيوتر
PC World Middle East

Hugo Hsiung, IDG HQ

I discovered from sending personal letters to family in China that if the letter was addressed in English or Chinese the delivery process was slowed down in one country or the other. However, a letter addressed in both languages arrived in just five days. We will be working with International Data Group in China to develop bilingual mailing lists for marketing to mailing list buyers.

Pat Kenealy, *PC World* U.S.

PC World U.S. jumped on the Windows phenomenon using Windows as the news peg to promote many services, including card decks, directories and subscriptions.

Eckhard Utpadel, IDG Germany

In the face of new competition, IDG Germany needed to demonstrate how many publications it has and its position in the German market. We produced a wall poster listing all the IT publications in the German market, which showed graphically IDG Germany's market coverage compared to new arrivals.

Kalman von Vajna Nagy,
IDG Venezuela

Venezuela has one of the worst mail systems in the world. As a result, newsstand sales dominate the market. IDG Venezuela decided to buy into these stands as a way to promote circulation, and the first newsstand is located directly in front of the IBM building.

Mark Flanagan, Lotus Publishing

Lotus Magazine set up a three-person inside sales force to support and further the traditional sales efforts. By the end of 1991 they had increased their sales 300%, generating more than $1.75 million in display advertising.

Franck Mao

Pat Ferrell, *GamePro*

GamePro has expanded into a regular television program and videos. Our philosophy is to give people enough chances to say yes and they will buy something.

Diane Gamble, LINK Resources

A long production process at LINK Resources was delaying reports and frustrating customers. LINK staff hit on the idea of sending out a table of contents and executive summary in advance, letting customers know that the full report was coming and whetting their appetites for the full research.

Jim Martin, *Macworld* U.S.

Macworld U.S. decided to leverage off of the global product line. Advertisers could not understand copies of *Macworld* published in other languages, but they could understand the numbers. *Macworld* did a global reader survey with 2,000 names from seven other *Macworld* magazines. The survey pulled a 60% response overall and demonstrated the buying power of the global Mac marketplace.

Mike Addison, ExecuTrain

ExecuTrain jumped on the product champion concept to develop its national accounts strategy. Now a single person coordinates the activity and has increased the number of big accounts making use of ExecuTrain seminars in multiple locations across the U.S.

Kirk Campbell, IDC

With more than 50 different U.S. products, International Data Corp. could not tell which were making money. Each product was set up with its own product and loss reports, and the results quickly showed which programs were successful. Now product and loss results are posted each month and there is much in-house competition to do well.

Martha Stephens, IDG HR

IDG Human Resources staff has gradually developed trusting relationships with colleagues in competitive companies. This has allowed joint salary and benefit surveys that demonstrate IDG's competitive work environment.

Bill Murphy, IDG

IDG has begun leveraging its size internationally by reaching agreements with major paper suppliers in Finland, Canada and the U.S. These agreements will result in paper cost savings to IDG publications around the world.

Paul Boule, A+ Publishing

With a tight budget, *A+/inCider* needed research at a low cost. We made a deal with a local business school to have students do market research as part of their study program. The research has the added advantage of being third-party, thus adding to its credibility.

inCider
A+
Apple II / Macintosh
RAVE REVIEWS
NOW PLAYING
REVIEWS
THE APPLE II
GreatWorks

Kelly Conlin, IDG MSD

The IDG Marketing Services Division was created to raise general awareness of all of IDG's services. To do this MSD uses video interviews and integrates them into client presentations, allowing IDG experts to "participate" in the presentation without having to be physically present.

Preben Engell, IDG Denmark

Most laptop advertising in Denmark was going into airline magazines. To attract advertisers, IDG went to the airlines and arranged to have copies of IDG publications distributed on all flights in the country starting three days before the opening of a major IT show.

Gary Beach, *Computerworld* U.S.

Computerworld

Computerworld 's research indicates that 2,000 people would be prepared to pay $400 for electronic delivery of Monday's edition on Friday when it is completed. Such a program could add $1 million to *CW* revenues.

Charlie Greco, TISC

Technology Investment Strategies Corp. is working to develop products for busy executives. Those who do not have the time to read research can now watch videos at home in the evening and listen to cassettes while driving to and from work.

Burkhard Bierschenck
IDG Germany

As a circulation promotion idea, *PC Welt* developed keyboard reference cards for major software packages in Germany and began including them with issues of the magazine. The idea proved so popular we expanded it by printing all the cards together as a book and using it as a subscription premium. It was later further expanded and reprinted as a special issue.

Ralph Peter Rauchfuss,
***Computerwoche*, Germany**

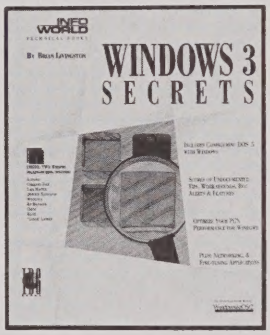
Computerwoche has set a goal of reaching 50,000 in circulation. To do so they have been promoting the publication via their daily editions at trade shows. They have increased their trade show editions five-fold to 100,000 copies per year. Ad revenues from this effort have increased 300% and profits 50%.

Tang Baoxing, IDG China

Recent devaluations of the local currency, the yuan, have caused the staff at *China Computerworld* to pay much closer attention to advertising rates charged for ads from outside the country. A new 15% higher ad rate for foreign advertising will overcome the losses from devaluation and add an estimated 8% in revenue to *PC World* this year.

John Kilcullen,
IDG Books Worldwide

During the startup phase IDG Books hired a consultant to come in for two days to analyze the organization. He held confidential interviews with all employees and did a financial review. As a result, two employee task forces were set up, one to cut costs and the other to find ways to speed products to the market.



Bill Gollan, *Computer Buyers World*

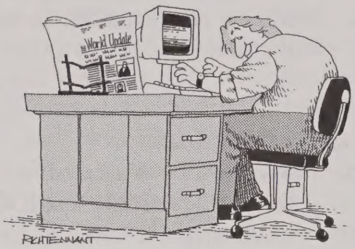
Many smaller customers of *Computer Buyers World* could not afford to go to a major show. *CBW* made a deal with them to donate some of their equipment and get the publicity from *CBW* raffling it off at Comdex. The names gathered in the raffle provided 12,000 qualified subscriptions for the magazine at a savings of $70,000.

Tatiana Hinova, IDG Bulgaria

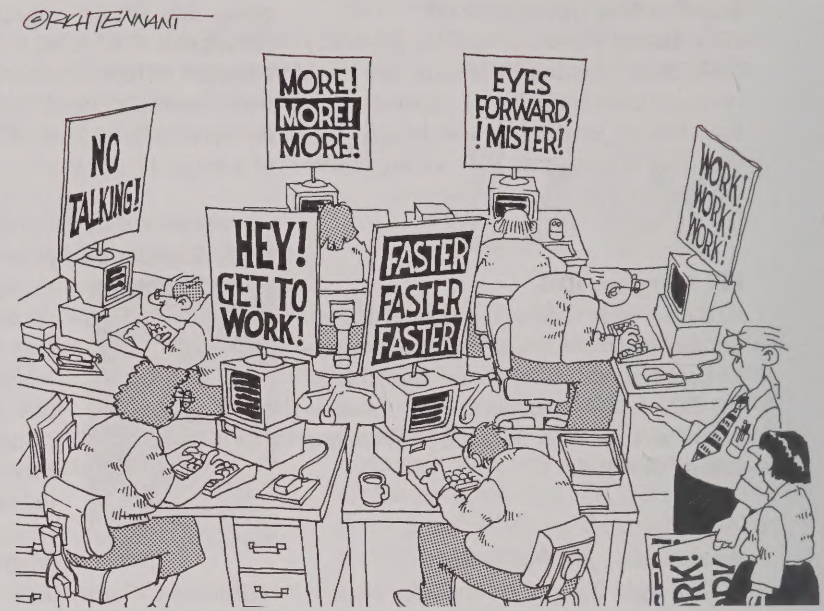
In a small country like Bulgaria, it proves successful to promote Computerworld through the national media. A promotional campaign to find the best manager in the country also helped boost circulation 12%.

Off line

Win Your Own



Off line T-Shirt


©RKHTENNANT
NO TALKING!
MORE! MORE! MORE!
EYES FORWARD, MISTER!
WORK! WORK! WORK!
HEY! GET TO WORK!
FASTER FASTER FASTER

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, January 7. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDGer gives laptop lift to Bulgaria
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Meet the staff of IDG Germany's *Macwelt*
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***GamePro* garners silver ECHO award**
- PAGE 5

IDG *World Update*

VOLUME 21, NUMBER 50
DECEMBER 9, 1991

IDG offers a wide array of support

Increased awareness of our fragile ecosystem is encouraging a growing number of people to recycle. Today, everything from paper cups to glass bottles to toner cartridges is getting a second — or third or fourth — lease on life. And if **Alex Randall**, executive director of the East West Education Development Foundation, has his way, recycled computers will soon be as commonplace as soda cans.

Randall was on hand at last month's Worldwide Managers Meeting in Laguna Niguel, Calif., to offer a brief rundown of the foundation's most recent activities and drum up support among IDG business units for his high-tech crusade.

According to Randall, IDG companies collectively reach the eyes and ears of the bulk of the computer industry and can do much to foster recognition of the importance of responsible computer recycling. "The East West idea should be part of everyone's editorial policy. The editorial staffs should be the carriers of this message," noted Randall. "This is the technology of freedom, and these are the tools that will change the world."

IDG business units obviously agree. Randall noted that since the meeting, various offices have signaled their support:

***PC World Middle East* Editor-in-Chief **Cheryl Hohenstein Wafai** is considering setting up a Middle Eastern bureau of the East West Foundation to facilitate computer donations in the region.

**A U.S. bureau is also in the works and will target schools of all levels in America's neediest regions. East West is currently seeking donations of IBM PCs for this program.

President of IDG Books Worldwide **John Kilcullen is working on a deal with Compaq to have that company donate excess inventory to East West for distribution.

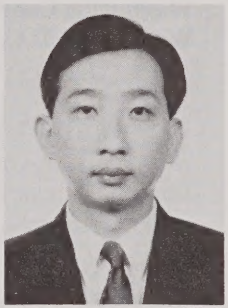
****Preben Engell**, general manager of IDG Denmark, is working with a number of Danish companies to recycle computers to the Baltic states' universities.

Lotus Publishing Corp. President **Mark Flanagan is hoping to develop a program with Lotus to recycle its computers and donate old models with Lotus software.

***GamePro* Publisher **Pat Ferrell** said, "We need to have the computer industry donate its way out of this recession," and has his staff asking *GamePro* readers to consider donating their old equipment.

****Gary Beach**, publisher of *Computerworld*, has offered to put a wrapper around Computerworld to seek donations.

Yen appointed to top post at IDG Taiwan


Yen
IDG Taiwan

Harry Yen, who co-founded IDC Taiwan with his brother, **Jerry Yen**, has been appointed chairman and president of IDG Taiwan.

Commenting on his new responsibilities, Yen said, "I feel I am inheriting a strong foundation for growth and development in the Asian IT market. The high spending power and economic success makes this island a major market for both PC and IT systems sales."

Chairman **Pat McGovern** noted, "Harry's broad business experience in the IT industry and his previous role as chairman of IDC Taiwan will now serve IDG's publishing interests well in Taiwan."

Yen studied Computer Science at Soochow University and served two years of military service. He began his business career in sales and account management with Burroughs in Taiwan, and two years later was appointed MIS Director for EDP Taiwan.

Calendar 1 2 3

- **DECEMBER 11-13**
  CD-ROM Expo
  Sunshine Hall
  Tokyo, Japan

- **DECEMBER 19**
  IDG Board of Directors Meeting
  IDG Headquarters
  Boston, Massachusetts

- **JANUARY 12-15**
  Macworld Expo/San Francisco
  Moscone Center & Brooks Hall
  San Francisco, California

- **JANUARY 27-30**
  ComNet
  Washington Convention Center
  Washington, D.C.

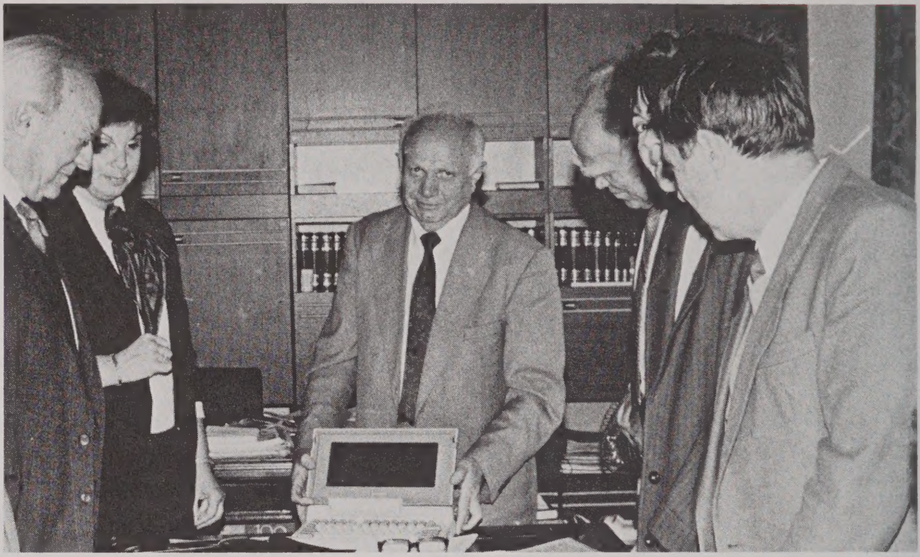
- **FEBRUARY 11-13**
  New Horizons-Open Systems
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **FEBRUARY 12-14**
  Macworld Expo/Barcelona
  Mercado de les Flors
  Barcelona, Spain

- **FEBRUARY 12-15**
  ComNet/Korea
  Korea Exhibition Center
  Seoul, Korea

- **MARCH 8-11**
  CIO Perspectives Conference
  "The Business of IT: Finding the Payoff"
  Loews Coronado Bay
  San Diego, Calif.

Laptop gets lift to Bulgaria



IDG Bulgaria

A representative from Bulgaria's National Academy of Sciences accepts a laptop computer from Mary Fran Kirchner (second from left). Dr. Boteo Tachkov (third from left) will use the computer in his course on free market economics.

Thanks to the cooperation of several IDG business units, a laptop computer donated to the East-West Educational Development Foundation is now being used to further the development of a free market economy in Bulgaria.

The donation was set in motion earlier this year when Information Strategies Group's (ISG) Director of Marketing **Mary Fran Kirchner** invited East-West Director **Alex Randall** to speak at ISG's fall conference. During the conversation, Kirchner told Randall about a friend of hers, Dr. Boteo Tachkov, who was planning to teach at Bulgaria's National Academy of Sciences on a Fulbright scholarship. Tachkov, a Washington, D.C.-based economist, was concerned about the dearth of computers at the academy and how it might affect his teaching of free market economics.

Randall felt the foundation could help meet the academy's needs, and plans for the donation took shape immediately. Coincidentally, Kirchner had planned to vacation in Greece in October, and she agreed to bring a laptop computer—which happened to have been donated to the foundation by an economist—and drop it off in Bulgaria.

"This was a great example of IDG people investing of themselves to help needy parties in Eastern Europe," Randall said. While he noted that the hardest thing the foundation does is try to arrange bulk shipments across the Atlantic, "it's easy for one person to carry one computer, and the chances of it getting to the destination are greatly increased."

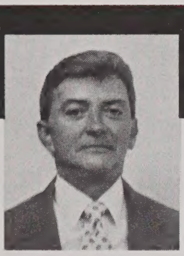
Kirchner's trip to Sofia began with a visit to the *Computerworld Bulgaria* office, and Managing Director **Tatiana Hinova** and several staff members accompanied her to the presentation at the National Academy of Sciences. Hinova will serve as East-West's primary contact person for any subsequent donations to Bulgaria.

Tachkov had also arranged for Kirchner to speak at the Sofia International Management Center. She discussed the importance of customer needs driving the marketing plan, a free market concept that the 50 executives at Balkan Car and other companies were just starting to employ after years of Communist rule.

Kirchner said, "This was truly a unique opportunity to learn firsthand about the changing economics and political situation and to contribute my expertise."

On line

ASK WALTER



Q This was the first year that the Worldwide Managers Meeting opened its doors to non-publishing units. Can you elaborate on some of the highlights and benefits of this participation versus previous years?

A Opening up the traditional publishing group worldwide managers meeting to all non-publishing units was something whose time had come and proved to be a great success.

It was absolutely amazing to see that many of the participants from the various operating groups really didn't know what was happening in other areas and immediately saw areas of possible cooperation and mutual assistance.

There were innumerable conversations held that were, I'm sure, the beginning of many strategic alliances between various groups. It was particularly obvious with the book division and the IDC-type market research companies.

And as all of the publishing groups are very actively looking for additional sources of income from their readership base (rather than relying totally on advertising revenues) many of the new ideas and concepts that were presented by non-publishing IDG companies were of great interest.

In addition to all of this the mingling of the entire operating base of IDG served to bring colleagues from other disciplines much closer together and gave them all an opportunity to discuss common market conditions and opportunities.

Q Now that 1991 is concluding, do you have any "words of wisdom" for 1992?

A Caution is the byword for '92. On a worldwide basis we do not anticipate any great surge in the world economy and/or a sudden change in spending attitudes. It is important for everyone to keep in mind that things will continue to be very tight for the next few quarters and that we should all be deferring as many expenses as possible and keeping costs as variable as possible until there are very clear signs that our customers are cutting loose with a lot more dollars.

It is also important to keep in mind that almost all of our clients are looking for more highly targeted information. This clearly dictates the necessity to make sure we are supplying them with the right kind of information to make them successful.

Q Have you been able to identify any market trends that indicate what will be in store for the information technology industry during 1992?

A As mentioned above, it would seem that the vast majority of our clients from all of our business activities are in need of more highly targeted information. This is not a year-long phenomenon but rather a real trend that will undoubtedly last a number of years.

It is also becoming more important for each of our operating units to make sure that they are indeed forming real partnerships with their clients. By making our clients successful, we are successful.

Q In the announcement of IDG's acquisition of *Electronic News*, it was noted that we would be launching other editions of this title. Any news yet on where and when we might see the first overseas edition?

A It is certainly much too early to determine where and when there will be other editions of *Electronic News* but it is clear that *EN* has a worldwide charter and there are certainly obvious markets that come immediately to mind such as Asia and Europe in general, Germany in particular.

We are sure that after Joel Novak gets his basic operation in place he will be focusing his energies on the global aspects of this important new acquisition for IDG.

Q Can you tell us what charitable organizations IDG supports in the U.S?

A The support of charitable organizations is really up to the individual operating units and the range of activities is quite incredible throughout the group. We go from environmental issues through AIDS, from ballet and opera through the Boston Marathon, from the Boston Computer Museum to the Museum of Science — and, it would seem, every place in between.

It would be my guess that between all of the programs sponsored and/or supported (through the matching grant program) by our various units we must have a list of at least 100 organizations on a nationwide basis.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Spotlight

Macwelt

The *Macwelt* team (from left): Richard Fachtan, Sylvia Stier, Doris Schultz, Karin Wirth, Stephan Scherzer, Carmen Liermann, Burkhard P. Bierschenck, Barbara Ringer (seated), Siggi Pöschel, Ralf Gruber and Stefan Frevel. Absent from photo is Thomas Wanka.

IDG Germany

Macwelt made its debut as a bimonthly publication in October 1989. The enormous growth in Macintosh sales in Germany prompted Publisher **Burkhard P. Bierschenck** to increase the frequency to monthly last year. *Macwelt* now boasts a circulation of 30,000.

At the beginning of 1991, Bierschenck oversaw the acquisition of *Macintosh Magazine* from rival publisher Markt & Technik Verlag AG, thereby gaining 2,800 subscribers and placing *Macwelt* in head-to-head competition with the market's oldest publication, *MACup*.

"Most of the country's Macintosh distributors, dealers and producers are based in Hamburg, and they consider *MACup* to be their house journal," said *Macwelt* Associate Publisher **Sylvia Stier**, noting that *MACup* is produced by a Hamburg-based publisher. "Our task has been to break into these long-established relationships."

MACup began as a free brochure available at Apple centers and Macintosh dealers and continues to depend on so-called "dealer subscriptions" for much of its circulation. Since its launch, *Macwelt* has focused on newsstand sales, and continues to outperform *MACup* in this category.

According to Stier, *Macwelt* targets both beginners and professionals while its competitor "operates in a very philosophical 'up in the sky' way" that appeals to a very small, highly computer-literate audience. *Macwelt* also boasts lower ad prices and a higher percentage of corporate readers—34%.

Last month's huge SYSTEMS show in Germany was the backdrop for *Macwelt*'s introduction of *Publish*, which debuted in the November issue as a quarterly supplement. *Publish* will be targeted to professional users and contain more news, trends and detailed information about the desktop publishing market. The November issue was also significant for its size: 60 pages of advertising out of 168 total pages, a 131% increase compared to the number of ad pages in the November 1990 issue.

WHO'S WHO

Burkhard P. Bierschenck joined IDG in December 1988 and now serves as the publisher for *Macwelt*, *PC Welt*, *Unix-Welt* and *rd* as well as several supplements. He also serves on IDG Germany's management board and, in his spare time, enjoys modern art.

Sylvia Stier, associate publisher of the magazine division since April 1991, has primary responsibility for *Macwelt* and *Unix-Welt*. Before joining IDG in 1981 she worked at CHIP and Interface Age as an advertising manager. Her first job at IDG was advertising manager for *Microcomputerwelt*, and she later held positions with *RUN*, *Amigawelt*, *MS-DOS-Welt* and *PC Welt*. In her spare time she enjoys tennis, jazz dancing and skiing.

Editor-in-Chief **Stefan Frevel** studied linguistics, German literature, informatics and Indology at universities in Munster and Bielefeld. After graduation he was employed by the University of Munster and as a freelancer for several different publishing houses. In 1987, he worked on an encyclopedia project at Bertelsmann publishing house. He joined IDG in 1989 as editor-in-chief for *PC Welt* and was involved with the launch of *Macwelt*. His hobbies are his two children, motorbike riding, reading and listening to music.

Stefan Scherzer, editor of the hardware section, joined the *Macwelt* team in 1990. He studied politics, history and economics in Munich, and his interest are tae-kwon-do, reading and mountain climbing.

Editor **Ralf Gruber** studied politics at the University of Berlin and also studied at the academy of journalism in Hamburg. He first came to IDG as a trainee at *Unixwelt* and began his current position as a *Macwelt* reporter in November 1990. Outside the office, he enjoys squash, motorbike riding and the cinema.

Editor **Thomas Wanka** became a full-time member of the staff earlier this year after serving as a *Macwelt* freelancer. A

-SEE PAGE 5

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK December 9, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

DISTRICT SALES MANAGER (CWPI)

Candidate will cover Northern California and Oregon territory. 3 to 5 years advertising sales experience required. Must have excellent account management skills, strong verbal and written communication skills and a proven track record.

ASSISTANT/ASSOCIATE EDITOR, FEATURES (CWPI)

Responsible for planning, scheduling and editing weekly Careers pages, handling monthly Clips features and assisting in-depth Senior Editor. Requires good facility for content editing, excellent organization, planning and research skills as well as familiarity with information technology.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Acronym	Company/Divsion Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**IFW**	InfoWorld Publishing Corp.	San Mateo, CA
BCP	Business Computer Publishing	Peterborough, NH	**IMI**	Integrated Media, Inc.	San Francisco, CA
CBP	Computer Buyers Publishing	Wakefield, MA	**ISG**	Information Strategies Group	Vienna, VA
CIO	CIO Publishing Corporation	Framingham, MA	**LPC**	Lotus Publishing Corporation	Cambridge, MA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MAC**	MacWorld	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**MPC**	MPC Magazine	San Francisco, CA
DNP	Digital News Publishing	Boston, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
PI	GamePro Publishing, Inc.	Redwood City, CA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**TISC**	Tech. Investment Strategies Co.	Framingham, MA
IDG/B	IDG Books	San Mateo, CA	**TMG**	Tech Media Group	Peterborough, NH
IDG/P	IDG Peterborough, NH	Peterborough, NH	**WEC**	World Expo Corporation	Framingham, MA

Job Opportunities

Revised: December 9, 1991

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Office Manager/Receptionist	Irvine, CA	B. Corry	(508)935-4416
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Account Executive	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Advertising Account Coordinator	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Administrative Assistant	Mountain View, CA	N. McSharry	(415)691-0500
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, Atlanta, GA	B. Corry	(508)935-4416
CBP	Programmer Analyst	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Circulation Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Production Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Business Manager	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Central Regional Sales Mgr.	*Electronic News*, Chicago, IL	K. Beach	(215)964-4193
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IFW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Editorial Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Reviews Editorial Asst.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	D. Vieraitis	(415)312-0566
PCW/MPC	Eastern Sales Manager	San Francisco, CA	J. Epstein	(415)281-8650
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	B. Theobald	(415)978-3377
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Account Manager	*Publish*, Irvine, CA	S. O'Brien	(415)978-3309
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Eastern Sr.Associate Editor	*MacWorld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
CWPI	District Sales Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)374-0555
CWPI	Asst./Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

Spotlight

-FROM PAGE 4

student of politics, communication and social science law, his interests are playing football with IDG colleagues, reading, the cinema and drinking beer.

Editor **Richard Fachtan** studied chemical engineering and worked as a writer, reporter and editor for a variety of technical publications from 1979 to 1984. He then began his IDG career at *PC Welt* and moved to *Macwelt* in 1990. He says his only hobby is *Macwelt* but admits that he does enjoy going on holidays occasionally.

Doris Schultz, Sylvia Stier's assistant, began her IDG career in 1990 as secretary in the magazine's advertising department. Earlier, she worked at the publishing house of Markt & Technik, where she was assistant to the art director. Schultz's interests are music, dancing and sports.

Barbara Ringer's her name, and advertising is her game. She came to IDG in 1984 and sold ads for *RUN* for three years, moved up to advertising manager for *RUN* and *MS-DOS-Welt* and added *PC Welt* to her area of responsibility in 1987. She began her present position as *Macwelt* advertising manager in 1989. Ringer enjoys outdoor activities with her boyfriend, including jogging, bike riding and skiing, as well as aerobics, cooking and reading.

Sales representative **Carmen Liermann** joined IDG in 1990 after studying politics and economics. She also earned a diploma for Spanish and English translation. Liermann's interests include the cinema, bike riding, traveling and other cultures.

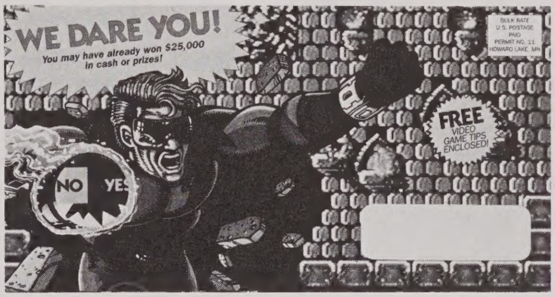
Since joining IDG in 1984, Editorial Assistant **Siggi Pöschel** has worked for several editorial staffs including *RUN*, *ICON*, *MS-DOS-Welt* and *AmigaWelt*. After work hours she can be found horseback riding, swimming and traveling.

Trained in advertising communication design, production manager **Karin Wirth** began her IDG career in 1983 handling the layout for *Computerwoche*. Earlier this year she began putting her skills to work for the *Macwelt* team.

GamePro captures silver ECHO

GamePro last month captured the Direct Marketing Association's silver ECHO award at ceremonies held at the Hynes Auditorium in Boston, Mass.

GamePro was recognized for its sweepstakes package that, according to circulation director **Maureen Kaminski** "pulled a 10% growth response and 38% pay up." *GamePro*'s Art director **Francis Mao** created the graphics for the package.


WE DARE YOU!
You may have already won $25,000 in cash or prizes!
BULK RATE U.S. POSTAGE PAID PERMIT NO. 11 HOWARD LAKE, MN
FREE VIDEO GAME TIPS ENCLOSED!
NO
YES

For the past 62 years, the Direct Marketing Association has been recognizing companies that excel in direct marketing with its annual ECHO award. The award, considered by many in the direct mail industry to be among the most prestigious, honors campaigns that generate a strong response or "echo" for the originator.

The ECHO awards are international in scope, and this year 309 out of the total 1,300 came from overseas and from as far away as Malaysia.

The submissions had to include a sample of the work, plus a detailed description of the campaign, strategy and response rates.

Award recipients are listed in such noteable trade publications as *Detail*, *D.M. magazine* and *Advertising Age*.

PC World Spain bucks recession with record number of ad pages

PC World Spain's November issue broke its own record for both total number of pages and ad pages. The magazine weighed in at 1.5 kilos and featured 468 full-color pages, 238 of them ad pages.

"This issue represents a landmark in the Spanish publishing market at a time when the current economy is struggling," said Publisher **Juan Manuel Sáez**. This achievement is the result of the professionalism and tireless work of the *PC World Spain* team, he added.

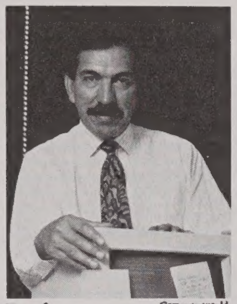
With this latest issue, *PC World Spain* further increases its advantage over *PC Magazine*. Despite an advertising campaign proclaiming *PC Magazine* to be Spain's premier computer magazine, the Ziff-Davis publication's November issue contained 40 fewer ad pages, and its circulation trailed *PC World*'s by 10,000.

PC WORLD
ESPAÑA
LA REVISTA DE LOS USUARIOS DE LOS ORDENADORES PERSONALES Y COMPATIBLES
Una publicacion de IDG Communications
NOTEBOOKS:
¿CUAL ELEGIR?
COMPARATIVAS:
• PROGRAMAS DE ESTADISTICA
• TIPOS DE LETRAS PARA WINDOWS
TESTS:
• NBR486 A 50 MHz
• VISUAL BASIC
• LOTUS 123 PARA WINDOWS
• AUMENTAR LA MEMORIA CON EL DOS 5.0
• CAPTURADOR DE GRAFICOS SCANPIC
• DR DOS 6.0
• QUATTRO PRO 3.0
• APPLAUSE II 1.5
• FOREST & TREES 2.0

***PC World Spain*'s November issue sets new record**

Noteworthy!

PROMOTIONS


Espinoza

Computerworld

Richard Espinoza has been appointed Vice President of Western advertising Sales for *Computerworld*. With this position, he assumes responsibility for directing *Computerworld* Advertising sales.

In announcing the appointment, Associate Publisher/senior vice president of sales, **Kevin McPherson** noted, "Rick's solid West Coast sales experience and knowledge of the information systems market will be a definite asset for our clients."

Prior to joining *Computerworld*, Espinoza served as vice president of marketing services for *InfoWorld*. His professional background encompasses both computer advertising sales and computer product sales. Before coming to IDG earlier this year, Espinoza held key positions with CMP Publications for five years, including Associate Publisher for *Macintosh News*, and Western ad director for *Computer Reseller News*. He began his stint at CMP as a district manager for *InformationWeek*.

NEW APPOINTMENTS

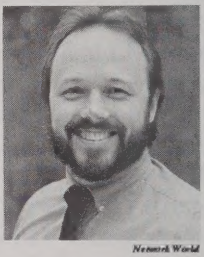
Walter Manninen joins *CIO* as manager of program planning. He will be responsible for the planning, tracking and reprint sales for the executive programs. Manninen comes to *CIO* from Liberty Bank and Trust Co. where he was vice president and treasurer in charge of accounting, finance and planning. He received a B.S. in social services from Salem State College in social services and and M.B.A. in finance from Suffolk University. In his spare time he enjoys playing th e piano and collecting 20th century art.

CW vs. *NW* in fundraising effort

In an effort to raise awareness and money for some 50 shelters in the Boston area that help the homeless, abused women and children and runaways, *Network World* has challenged *Computerworld* in the third annual WEEI 590 Fund for the homeless.

As in 1990, *Network World* Editor **John Gallant** challenged *Computerworld* Editor **Bill Laberis** to see which business unit can raise more money for the radio station's 590 fund. The campaign started early this month and ends just before the holidays. So far, *Network World* reports that more than $600 has been collected, and according to Gallant, "That's just a handful of people contributing."

> **"Laberis is predicting a victory again, but I don't see it happening."**
>
> **-John Gallant**


Network World

Even with its numerical superiority, *Computerworld* only narrowly edged out *Network World* in last year's challenge, according to Gallant. More important, however, combined with IDG's corporate matching funds, the two groups raised well over $5,000 for the fund.

"Laberis is predicting a victory again, but I don't see it happening," said a confident Gallant.

Gallant issued the fundraising challenge in response to the steadily worsening homeless problem in the U.S.—fueled by the economic downturn and dramatic cutbacks in government programs, particularly in Massachusetts.

Laberis and Gallant are inviting all IDG employees to join the challenge. All checks should be made out to the WEEI 590 Fund and sent to either **Cheryl Tynan** at *Network World* or **Linda Gorgone** at *Computerworld*.

DN execs skirt the issue

Digital NEWS

What better way to issue an invitation to a luau? *Digital NEWS* will be hosting a party for 500 clients and friends at the DEXPO/West show this month in Florida, and the invitees were treated to a preview of the beach locale by Associate Publisher Ray Corbin (center) and (from left) Regional Sales Managers Bob Corrigan, A.G. Germano, Rich Molden and Alfred Lara. Dress for the event is casual, grass skirts optional.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of November and first week of December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Diane Gamble - LINK Resources
Peggy Fischer - LINK Resources

FOURTEEN YEARS

Shirley Horrocks - IDC U.K.

THIRTEEN YEARS

Diane Utano - IDC
Laura Knuzmann - IDG Germany

ELEVEN YEARS

Susan Perry - IDG

TEN YEARS

Sheryl Merchant - IMS
Charlie Greco - TISC
Sylvia Stier - IDG Germany

NINE YEARS

Niki Stranz - *Macworld*
Jayne Boyer - *Publish*
Pat Murphy - PCW Central Services
Alice Longley - *Computerworld*
Stephen Josselyn - IDC
Susan Searle - IDG Australia
Dennis McLeod - *Macworld*
Adrian Mello - *Macworld*

EIGHT YEARS

Irene Holm-Jensen - IDG Denmark
Astrid Guopfert - IDG Germany
Brigitte Lotz - IDG Germany
James Connolly - *Computerworld*

SEVEN YEARS

Eric Brown - PCW Central Services
Chris Glenn - *Computerworld*
Klaus Uhe - IDG Germany

SIX YEARS

Klavs Andersen - IDG Denmark
Andrea Kühler - IDG Germany

FIVE YEARS

Shannon Dolan - *Macworld*
Tony Membrino - TISC
Stan Vanocur - *InfoWorld*
Jeffrey Berlin - *PC World*
Osmund Iversen - IDG Australia
Gary Clark - IDG Australia
Marianne Kraus - IDG Germany

FOUR YEARS

Allan Alter - *CIO*
Colleen Kelly - *Federal Computer Week*
Claudia Smukler - *Macworld*
Paula Wright - *Computerworld*
Nathalie Benhaim - IDG France
Vicki Gonin - *InfoWorld*
Mark Housts - *InfoWorld*
Mary Marshall - *CIO*
Allison Stamm - IDG Research Serv.
Harry Versen - *SunWorld*
Lars Dahmen - IDG Sweden
Nicola Bradley - IDC U.K.
Sabine Dähn - IDG Germany
Michael Henriksen - IDG Denmark
Knud Erik Madsen - IDG Denmark
Olivier Herviaux - IDG France

THREE YEARS

Sally Reinfeld - IDG
Toni Long - IDG New Zealand
Susan Collins - *Network World*
Catherine Congleton - *Lotus*
Maryann Doolin - IDG/C
Burkhard Bierschenck - IDG Germany

TWO YEARS

Andrea Percuoco - IDG
Linda Clinton - *Computerworld*
Nancy Durlester - *InfoWorld*
Sheila Hurnevich - *InfoWorld*
Jozsef Nemess - IDG Hungary
Krisztina Rusznak - IDG Hungary
Glenn Gaudet - WEC

ONE YEAR

Geri Giovanni - IDG
Steve Fox - *PC World*
Steve Muller - *Publish*
Carl Petter Wilhelmsen - IDG Sweden
Virginie Bril - IDG France
Jill Welch - *InfoWorld*
Louise Fickel - *InfoWorld*
Jeanne Stauffer - *InfoWorld*
Matt Nielsen - *Macworld*

Ten Years Celebrated

World Update

Currently President of IDC Financial Services and Technology Investment Strategies Corp., (TISC) Charlie Greco has held a number of positions since joining the company in December 1981.

Greco joined IDC as an account manager and shortly thereafter became director of IS Planning Services/IDC. In 1984, he was promoted to director of Financial Research Services/IDC and later that same year assumed the role of vice president. Four years later, he became group president of the Leasing Planning Services division/IDC and in 1990 assumed his current position.

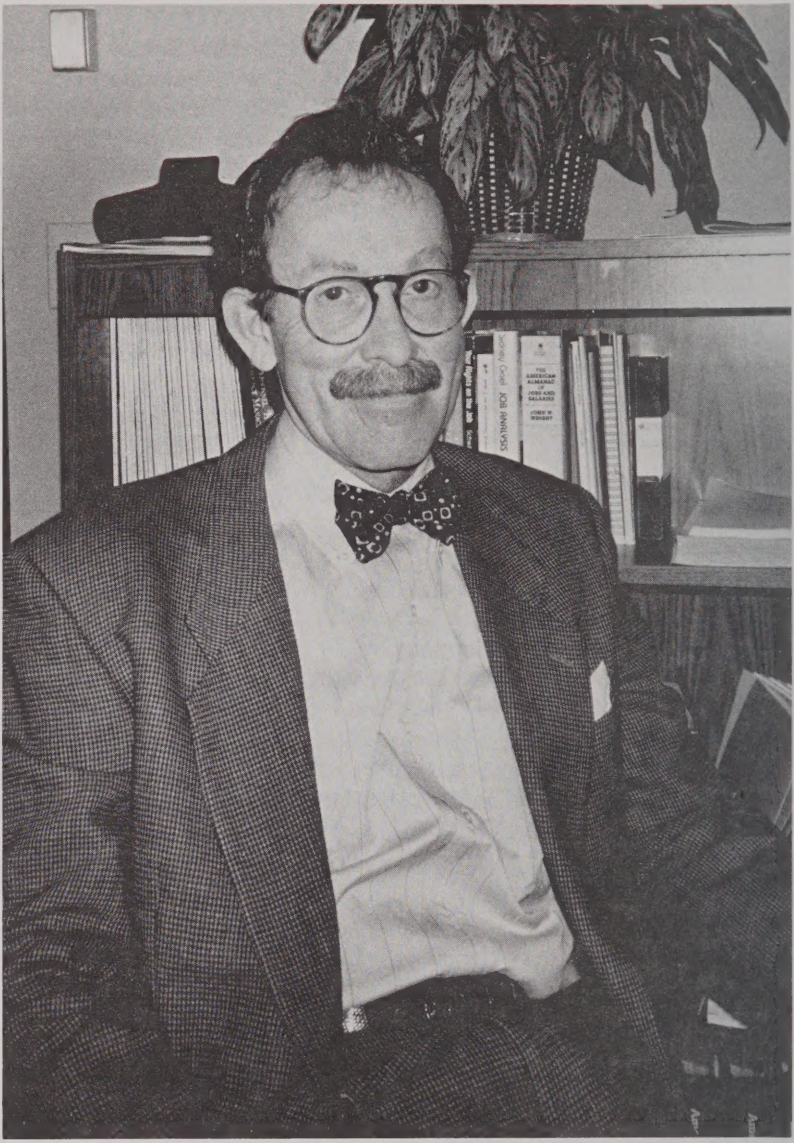
Greco has been honored with the Chairman's Award as top executive at IDC for three consecutive years: 1985, 1986 and 1987. Greco is an active member of several respected industry bodies, including the American Management Association, the Data Processing Management Association and the European Computer Leasing Association.

Outside the office Greco enjoys fine art, opera, theater, wine, European history and general trivia.

Do-er's profile

J. Michael Lowe

- **TITLE**: *InfoWorld*'s senior vice president/director of operations
- **JOINED IDG**: Dec. 7, 1978
- **JOB CHALLENGES**: To keep on top of the many aspects of publishing, and keep *InfoWorld* on a timely schedule. Make sure that all the hatches are battened down and no stone is left unturned.
- **GOALS**: Professionally, to make *InfoWorld* ever more successful and to truly become the No. 1 weekly computer newspaper in all categories.
- **MOST ADMIRED HISTORICAL FIGURE**: My great-grandfather. A pioneer who crossed the country in a covered wagon and broke sod in the midwestern prairie.
- **OUTSIDE INTERESTS**: Attending the San Francisco symphony, working out at the gym every day and shopping for antiques and clothes.
- **LAST BOOK READ**: *Journals*, by John Cheevers
- **IF YOU WERE INDEPENDENTLY WEALTHY**: I'd set up a trust to donate money to various charitable causes, most chiefly those that work toward the cure and treatment of AIDS.
- **SOMETHING YOU CAN'T DO, BUT WISH YOU COULD?** Visit my farm in Kansas more than once a year.
- **COLLEAGUE'S PROFILE:** Michael is an elegant gentleman, considerate and a very conscientious worker.



World Update

IDG World Update

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MANAGING EDITOR
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NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

***CW Bulgaria* takes to the airwaves**
- PAGE 2

Network World* acquires *CONNECT
- PAGE 2

'Tis the season for Macworld Expos
- PAGE 4

IDG *World Update*

VOLUME 21, NUMBER 51 **DECEMBER 16, 1991**

World Update

***Lotus'* Mark Flanagan (center) and Dick Ridington (right) discuss their company's ambitious expansion plans while U.K. editor Marc Brenner (left) and Swiss Manager Gebhard Osterwalder listen.**

Lotus rethinks strategy

Lotus magazine, which is fast becoming IDG's fifth core product, held its first mini product line meeting during the first week of December in London.

Representatives from nine countries gathered to share information and explore ways to share resources. Lotus Publishing President and Publisher **Mark Flanagan** and Director of Business Development **Dick Ridington** gave the group a complete report on their company's progress in 1991 as well as their plans for 1992.

Flanagan and Ridington explained to the attendees that Lotus Publishing is in the process of rapidly expanding its editorial franchise. Instead of being simply a magazine publishing company, Lotus Publishing now sees itself as a complete information products and services company focused on the needs of customers of the Lotus Development marketplace.

"Our first step was making the transition from a Lotus Development company to an IDG company," said Flanagan. "Now we intend to reach more Lotus customers with more products and services in more markets, worldwide."

Ridington unveiled Lotus Publishing's new products outside the magazine arena, which include videos, books, newsletters, expositions and conferences.

Lotus Publishing is prepared to share

- SEE PAGE 5

IDC Europe sales force aims high

This year's IDC Europe sales meeting was held last month in the historic Runneymede Hotel near Windsor, England, scene of the famous Magna Carta signing in 1215 A.D.

The modern-day mission of IDC President and CEO **Kirk Campbell** and IDC Europe President **Roberto Masiero** was to ensure that the European sales force committed to a healthy 27% increase in bookings for 1992. Prospects for IDC Europe look quite bright for the coming 12 months due to the influx of new programs, new people and the severe difficulties facing IDC's major European competitors.

Masiero, in keeping with the "Network Europe" theme of the meeting, stressed that the critical factor for success in 1992 was for IDC to take full advantage of its unique strengths: its local presence throughout Europe and its offices' ability to work cooperatively. Campbell highlighted the achievements of IDC U.S. in 1991 and outlined how the European team can capitalize on their lessons. IDC U.K. Sales Director **Keith Henry**, a recent recruit from IDC's major competitor, Dataquest, emphasized how IDC's flexibility and investment in new research can win favor with the major accounts in Europe.

- SEE PAGE 4

Computerworld Bulgaria turns on to radio

COMPUTERWORLD

Mary Fran Kirchner

IDG Bulgaria is looking forward to celebrating its first anniversary in January 1992. From left: Tatiana Vladikova, sales; Rumiana Kovacheva, sales; Milla Pancheva, secretary; Lili Petrova, production; Tatiana Hinova; Shejina Badjeva, editor-in-chief; Anna Bakalova, editor; Krassimir Bankov, editor; Zwetana Sumnalieva, design.

While IDG's publishing partner in Bulgaria continues to battle the distribution problems that abound in Eastern Europe, it has turned to another medium to attract readers.

"Nationally broadcast radio programs have proven to be an effective way to publicize *Computerworld Bulgaria*," said Managing Director **Tatiana Hinova** of IDG Technika Communications. "Advertising on the radio is usually very expensive, but we have free air time by being part of several regularly scheduled programs."

The first radio segment is being done in conjunction with a national competition to find the best young manager under the age of 35. IDG Bulgaria has signed on as a cosponsor of the competition along with First National Radio and the Foundation for the Promotion of Young Businessmen.

COMPUTERWORLD LIVE

Every other Thursday evening, an IDG Bulgaria employee goes on the air live for five minutes to introduce new information from *CW Bulgaria* and preview stories in the next issue. The spots will end in January, when an independent jury of university scientists, business people and government officials selects the winner. He or she must have a high-quality product that has an international market and have either the best profit margin in the country or one that has shown dramatic improvement over last year.

IDG Bulgaria's contribution to the first prize includes an article about the winner in *CW Bulgaria*, a quarter page ad for the winner's company, an article about the winner publicized through the IDG News Service and the printing of 200 brochures—100 in English, 100 in Bulgarian—for the winner's company.

Two other radio shows are already under way and will continue well into 1992. IDG provides a technical program aired Wednesday mornings with information from *Computerworld Bulgaria*. Broadcasters spend three to five minutes reading the material, crediting IDG Bulgaria as source, and mentioning how to subscribe. The company has a similar arrangement on another show for a 10-minute computer update on Saturday mornings.

This month, IDG is launching a more extensive broadcast called "Radio Roundtable" in the form of a half-hour computer segment aired within a two-hour general interest program. IDG employees and other guests will speak about trends, sales points, production problems in the Bulgarian computer market and other areas of interest. **Manfred Weiss** and **Steven Frantzen** at IDC Germany's Eastern European Expertise Center will participate on occasion via telephone.

Network World acquires *CONNECT*

Network World Inc. announced last week that it has acquired the assets of *CONNECT, The Journal of Computer Networking*, from 3Com Corp.

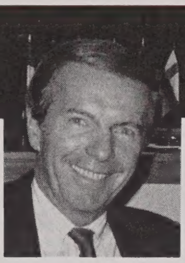
CONNECT, a quarterly publication with a controlled circulation of approximately 52,000, was launched in 1987 by 3Com, a leading independent global data networking company based in California. *CONNECT* provided in-depth coverage of connectivity and strategic network design issues to MIS, LAN and WAN managers, most of whom work in organizations with 1,000 or more employees. The majority of *CONNECT* advertisers were network product manufacturers, software developers and resellers.

"The purchase of *CONNECT* is a strategic move to solidify *Network World*'s position as the number one publication for the networking marketplace," said *Network World* Publisher **Colin Ungaro**. "*CONNECT* is well respected with a solid readership base, many of whom will receive *Network World* in the future if they meet our subscriber qualifications."

Ungaro said the management of Network World Inc. is considering several options about how to treat *CONNECT*'s editorial as part of *NW*'s franchise.

On line

ASK BILL



Q Several IDG divisions operate on a cash flow basis. What does this arrangement entail, and why do only a few divisions operate this way?

A Cash flow plans are developed for all of our operating units and then consolidated into an IDG Consolidated Cash Flow Plan, this is a month-by-month projection of cash inflows and outflows for the fiscal year.

The cash flow plan developed for each operating unit is simply an extension of the fiscal year operating plan, the difference is that it incorporates expenditures for fixed assets and funding for working capital requirements.

Where we have operating units not performing on budget, or where we have set a limit to the amount of investment funds we will commit, we have put these units on a cash flow operating basis. What this does is instill a discipline to manage the business in much the same way people manage their own personal expenses — you spend according to your means. When a unit is put on a cash flow basis we are simply asking that they deliver what they promised, their budgeted profits or loss.

Q Why does IDG use the auditing firm of Deloitte & Touche?

A Back in 1970 the decision was made to use the firm now called Deloitte & Touche. At the time we were looking for a major firm with global auditing capabilities, D&T won out and we have used them ever since.

There is little incentive to switch auditing firms since all of the "Big 6" firms tend to be very competitive, in fact, when a company does switch it often sends up a warning signal that all is not right in the company. D&T has been an ongoing client for IDG products and services over the years along with supporting many of the events we sponsor such as the Smithsonian Awards.

I should mention that we are presently using Coopers & Lybrand to conduct a worldwide tax study which will be used as the basis for establishing IDG tax strategy for the 90s.

Q Why is room service not a reimbursable expense? As a woman who travels frequently, I'm sometimes uncomfortable eating dinner alone in a hotel restaurant or bar. I'd like the option to eat in my room, especially if I've just checked in and it's late at night.

A The company policy is to reimburse reasonable expenses for breakfast, lunch, or dinner while employees are travelling on company business. We have no policy stating room service is a non-reimbursable expense; we do ask that the charges be reasonable.

Q What are your corporate priorities for 1992?

A The number one priority is to stay focused on the ever changing needs of our customers and to make certain we are addressing those needs with the highest quality products. We must continue to capitalize on our strengths, correct weaknesses, and rationalize every investment we make. In general, the economies of the world continue to stagnate and it is most important that every operating manager adapt to what might be a prolonged period of slow economic growth. My personal priorities will focus on using our considerable purchasing power to negotiate price concessions both in the U.S. and abroad and to manage our balance sheet.

Q Given that many HMOs in the northeast U.S. have recently been reported to have been experiencing severe financial problems, are employees in this region likely to see an increase in their HMO contributions in FY'92?

A I have no way of knowing what increases may be in store for participants in HMOs. You are quite right that many are suffering financial problems, most of which are a result of their inability to increase premiums to match the increase in medical costs. In addition, some HMO's are suffering from poor demographics and non-payment of premiums by unemployed workers. Your Human Resource representative should be able to provide more information on HMOs over the next few months.

Q I understand that training budgets are established for employees equal to 3% of their annual salary. What is the rationale for this policy? Wouldn't it make sense that employees in entry-level or lower-paying positions would benefit from more training than higher-paid senior level employees?

A IDG has a policy of building in 3% of department payrolls for training; it is not by individual. Most of the 3% IS devoted to training of entry-level or lower level positions since we obviously expect senior level people to require little in the way of training.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Macworld Expos open on many fronts worldwide

Late fall was a prime time for Macworld Expos around the world, including events in Hong Kong, New Zealand and Mexico.

More than 15,000 attendees from 15 Asian countries gathered at the third annual Macworld Expo/Asia held for the first time at the Hong Kong Convention and Exhibition Center October 29-31.

World Expo Corp. President **Cherif Moujabber** participated in the opening ceremonies, along with Dr. William James, managing director of Apple Computer Far East, Frank Lee, Director of Meeting Planners (HK) Ltd. and Prof. Chia-Wei Woo, president of Hong Kong University of Science and Technology.

One of the keynote sessions was delivered by *InfoWorld*'s Editor-in-Chief **Stuart Alsop.**

Apple distributors, end-users and potential users were able to meet leading suppliers of Macintosh hardware, software and peripherals to share their excitement in the growing Far East market.

Approximately 77 companies occupying 116 booths displayed their latest developments in multimedia, desktop publishing and networking products.

Show highlights included CompuServe Consultants new innovation — CS Voice Recognizer, a voice input software that uses artificial intelligence to match continuous utterings with the correct phrases. Another highlight was Nuts Softwares' CADwalk, a new fashion design and merchandising package.

Macworld Expo/New Zealand, held in Auckland October 30-November 1, attracted 30 exhibitors and amounted to a 55% increase in exhibition space of third-party product suppliers.

More than 2,800 people attended the three-day show.

New product launches included high-resolution printing and imaging products, desktop publishing and presentation tools, pre-press systems and advanced multimedia techniques.

Apple's new Powerbook notebook family and the long-awaited Lotus 1-2-3 for Macintosh were also introduced .

IDG MACWORLD 91

World Update

Although Apple pulled out of Macworld Expo/Mexico just 10 days before the show's debut, all other exhibitors appeared as planned. The event was a tremendous success, with attendees crowding into the exhibit hall in Mexico City.

Sales Meeting

- FROM PAGE 1

The Expertise Center managers presented a powerful array of research offerings for 1992. One particularly exciting development is the launch of a long-awaited Distribution Channels Continuous Information Service spearheaded by **Tom Tiefenbrunner** in Germany and **Hugh Gibbs** in the U.K.

In addition, Europe has launched its own Investment Research Service following the successful experience of its U.S. counterpart. The European IRS consolidates and provides information most critical to individuals responsible for investing in and monitoring high-tech companies in Europe. **Luisa Bordoni** has moved from IDC Italy to manage this new European Expertise Center in London. Bordoni is looking forward to applying the skills she cultivated while supporting Olivetti senior management to new IRS clients across Europe.

Participation by members of the U.S. sales team lent an interesting dimension to this year's meeting. Vice President/Major Accounts **Brad Thorpe** talked about the benefits of servicing IBM as a global client, a key message for IDC's future major account strategy. Since IBM is a prime example of a company that has R&D and manufacturing facilities in many countries, he noted the importance of taking a direct and coordinated approach, leveraging IDC's worldwide research and consulting services along with IDC's ability to provide decentralized information. Sales Director **Don Best** gave pointers on how to position IDC's consulting advantage by encouraging teamwork with the European Custom Research group.

Masiero

IDC U.K.

The final ingredient for the meeting's success was the superb insight given by the guest speaker, IBM Europe's Director of Market Research Guiseppe Musco, into his company's changing information needs. His critical message that "IDC is the only organization that can satisfy the strategic reserach requirements of the key players in Europe" served to motivate the entire sales team.

"'Network Europe' bodes well for the future of IDC," concluded sales chief Henry. He credited Masiero's assistant, **Nicky Bradley,** for her organizational wizardry in coordinating the event.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK December 16, 1991

*The **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

MANAGING EDITOR (PCW/MPC)
Responsible for the day to day operations of the editorial and art departments and the coordination of special projects. Requires a minimum of 2 years experience as a senior copy editor, production editor or managing editor on a weekly or monthly publication. Familiarity with the production process and the ability to supervise and work with a variety of people a must. Candidate must possess good writing, editing, analytical and journalistic skills. Will be responsible for establishing ground-up editorial systems for this startup publication. Previous startup experience extremely desirable.

CIRCULATION DIRECTOR/MANAGER (PCW/MPC)
Candidate will manage all circulation related activities including new business promotion (controlled and paid), renewal and billing, print order, auditing (BPA/ABC), fulfillment, budgeting, forecasting and management reporting and analysis. Position reports to the Publisher and requires a candidate who will be comfortable in a "hands on" situation for a startup magazine.

DIRECTOR OF MARKETING (PCW)
Responsible for positioning, developing and implementing a strategic marketing program at *PCWorld*. Candidate will report directly to the Associate Publisher. A minimum of 8 years marketing experience in the publishing industry required, experience with more than one firm preferred. Qualified candidate will have overseen numerous advertising and public relations campaigns, trade show exhibits, newsletters and magazine research projects. Significant prior experience in managing/developing in-house staff and working with outside agencies and contractors required.

COPY CHIEF (PCW)
Candidate will manage the flow of editorial materials through copy editing department to assure compliance with editorial and production schedules. Responsible for tracking progress of articles through final production cycle and approving final pages. Will supervise copy editors and electronic typographer and establish copy editing procedures and policy. Supervisory and copy editing experience required. Working knowledge of Chicago manual of style a must. Experience with desktop publishing a plus.

SENIOR EDITOR, FEATURES (MAC)
Will develop editorial content of features, supervise features editors, coordinate activities of contributing editors, and act as a representative of the magazine. 5 or more years experience in computer journalism as well as 1 to 2 years experience in editorial management required. Candidate must possess good technical knowledge of microcomputers (especially the Macintosh) and superior management skills. Must be able to represent the company, the magazine or the editor to the industry. Experience with special project management preferred. Widely published in the technical press. Invited speaker with well-developed knowledge of several key microcomputing subject areas.

OFFICE ASSISTANT (TISC)
This full time position provides general clerical and organizational support to office operations in a fast paced environment. Duties include: typing bulletins, maintaining and circulating lists and schedules, front desk reception, telephone back-up, printing, sorting and mailing client deliverables, and some filing. Candidate must be able to effectively organize time and carry out multiple tasks with complete accuracy. Candidate must possess a professional demeanor with client contacts by phone and in person. Basic typing (40-50 wpm) and familiarity with Macintosh MS Word required.

INTERNATIONAL SALES ASSISTANT (IMS)
Responsible for providing support in all administrative facets of the advertising sales to include: general clerical support, customer service and database maintenance. Candidate must be Macintosh literate and possess strong organizational and communication skills.

ADVERTISING SALES REPRESENTATIVE (A+)
A+ Publishing is seeking a motivated sales person to sell advertising space in two publications serving the personal computer market. Strong telemarketing background and some travel required. Background in advertising sales a definite plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: December 16, 1991

Division	Title	Publication / Location	Contact Manager	Phone
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Account Executive	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Advertising Account Coordinator	*NetworkWorld*, Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
IDC	Administrative Assistant	Mountain View, CA	N. McSharry	(415)691-0500
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	IDC West, Mountainview, CA	B. Stephen	(508)935-4269
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Circulation Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Production Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Business Manager	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Editorial Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Reviews Editorial Asst.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	D. Vieraitis	(415)312-0566
PCW/MPC	Managing Editor	*MPCWorld*, San Francisco, CA	S. Rosenzweig	(415)281-8649
PCW/MPC	Circulation Manager/Director	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8658
PCW/MPC	Eastern Sales Manager	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8650
PCW	Director of Marketing	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Copy Chief	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	B. Theobald	(415)978-3377
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Account Manager	*Publish*, Irvine, CA	S. O'Brien	(415)978-3309
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Senior Editor, Features	*MacWorld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Eastern Sr.Associate Editor	*MacWorld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*MacWorld*, San Francisco, CA	J. Borrell	(415)978-3232
TISC	Office Assistant	Framingham, MA	P. Doggart	(508)935-4379
CWPI	District Sales Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)374-0555
CWPI	Asst./Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)347-0555
CWPI	Classified Sales Manager	*CWPI*, Framingham, MA	J. Corrigan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
A+	Advertising Sales Representative	Peterborough, NH	S. Fibish	(603)924-0120
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

IDG HR·Update

THE HUMAN RESOURCES NEWS BI-MONTHLY DECEMBER 1991

IDG announces benefits changes for January 1, 1992

As a company, IDG is committed to providing a comprehensive, competitive and quality benefits program to all its employees. Our employee survey gives us the opportunity to listen to you, to understand the kinds of benefits that best meet your needs and those of your family. In addition, about six months ago, IDG initiated a broad-based survey with our competitors in the publishing industry. We measured our strengths and weaknesses in our employee benefit offerings and identified any changes we needed to make. A summary of the survey results is available from your local human resources representative.

Through constant analysis of this kind, we ensure that our programs remain competitive within our industry and mesh with the overall objectives of our business.

Responding to all these factors, IDG is making changes to the benefits package for 1992.

FAMILY CARE LEAVE BENEFIT BEGINS IN 1992

IDG is pleased to announce a new Family Leave benefit. Starting January 1, 1992, employees will be able to take up to 16 weeks *unpaid* leave in a 24-month period. Leaves may be taken to care for a newborn or adopted child or to care for a seriously ill family member.

Employees who have been employed by IDG continuously for one full year are eligible for a family care leave. The employee's current position or a comparable position will be guaranteed for up to 16 weeks. Employees are expected to discuss the leave with their manager to work out a plan that meets both the needs of the employee and IDG's business needs.

SHORT-TERM DISABILITY (STD) BENEFIT ENHANCED

Effective January 1, 1992, the Short-Term Disability benefit will be enhanced. Currently, the Plan provides for one week of full pay for each year of service plus four weeks at 60% of pay, regardless of service, when an employee is unable to work due to an illness or other disability. The new plan will give employees with two to four years of service an additional two weeks of pay at 60%. Employees with more than four years of service will receive an additional four weeks of pay at 60%. Refer to the chart below for more detail.

Our records indicate that the average length of a disability is approximately eight weeks. Over half the disabilities are related to pregnancy and the birth of a child. Therefore, this change to the STD Plan should provide coverage to most employees for the duration of their disability.

— SEE BACK PAGE

Short-Term Disability Benefit

Years of Service	# Weeks of Pay at 100%	# Weeks of Pay at 60%
0 up to 1	0	4
1 up to 2	1	4
2 up to 3	2	6
3 up to 4	3	6
4 up to 5	4	6
5 up to 6	5	8
6 up to 7	6	7*
7 up to 8	7	6*
8 up to 9	8	5*
9 up to 10	9	4*
10 up to 11	10	3*
11 up to 12	11	2*
12 up to 13	12	1*
13 and above	13	0*

*Total not to exceed 13 weeks (at which time LTD begins).

IDG facts & figures

1. How much did IDG contribute to the ESOP for FY'91?
- **A. $850,000**
- **B. $1,000,000**
- **C. $3,500,000**
- **D $6,000,000**

2. How many funds in the IDG 401(k) Plan had a recent quarterly return of over 8% (over 32% annualized)?
- **A. One**
- **B. Two**
- **C. Three**
- **D. Four**

3. IDG paid U.S. medical claims of what amount in FY'91?
- **A. $950,000**
- **B. $1,700,000**
- **C. $2,600,000**
- **D. $3,400,000**

4. What percent of U.S. employees have selected the IDG John Hancock medical plan?
- **A. 60%**
- **B. 70%**
- **C. 80%**
- **D. 90%**

5. If I select an HMO, am I eligible for vision coverage?
- **A. Only if family coverage is elected**
- **B. Only if I work with a C.R.T.**
- **C. Yes**
- **D. No**

Benefits

— FROM FRONT PAGE

It will also help bridge the gap that sometimes exists between STD Plan payments and the LTD Plan commencement. The LTD Plan begins 90 days from the initial date of disability.

DEPENDENT CARE ACCOUNTS CHANGE PLAN YEAR

The Dependent Care Plan is changing to coincide with the calendar year as of January 1992. For current participants, this will result in a shortened plan year (March-December). For anyone wishing to participate in 1992, this means that the open enrollment period will be November and December for the 1992 (January-December) plan year. **Michelle LaJeunesse,** IDG's payroll/benefits administrator, believes that "employees will find the change to a calendar year a lot easier to work with."

The Dependent Care Plan allows employees to withhold up to $5,000 a year, pre-tax, to pay for expenses related to care for dependent children or elders. The employee selects the annual amount they would like withheld from their pay and bi-weekly pre-tax deductions are taken from each paycheck. The employee then submits original receipts to receive reimbursement from their Dependent Care Account. *Because the Plan provisions are governed by the IRS, any amount left in an employee's account at the end of the year that is not reimbursable will be forfeited by the employee.*

Enrollment in this Plan has been rising steadily and the change to a calendar year should result in even more participation. The Plan has also been revised to allow employees who work 20 or more hours per week, on a regular basis, to participate.

OTHER BENEFIT CHANGES

- **AD&D Benefit**

The Accidental Death & Dismemberment Benefit (AD&D) will be adjusted at the beginning of 1992. The benefit will now pay one times salary for accidental death with a schedule of payments for other injuries. Employees would still receive a death benefit equal to three times their salary– two times salary from Basic Life Insurance and one times salary from AD&D. At this level, IDG's benefit is very competitive with industry standards. The change to this plan will create premium savings that will offset other, more frequently used benefits, such as STD.

- **Hospital Benefit**

The hospital benefit in the IDG John Hancock medical plan will now become part of the comprehensive deductible applied to most other medical procedures. Hospital stays will be subject to the deductible and then will be paid at 80%. Statistics show that most employees requiring a hospital stay will have previously satisfied their deductible requirements. As such, this change is not expected to result in much, if any, additional costs to employees who are hospitalized. The out-of-pocket maximum expenditures by employees will remain $700 for an individual and $1,400 for a family. IDG is committed to maintaining this type of stop-loss protection for employees.

- **Basic Dental Benefit**

Because our dental benefit costs have risen at twice the industry average over the last two years, it is necessary to adjust the plan to contain these costs. It is important to note that this change still keeps the IDG dental benefit competitive within the publishing industry.

Beginning in January 1992, basic dental procedures will be separated out from diagnostic and preventive procedures. Diagnostic and preventive procedures will continue to be covered at 100% and no deductible will be applied to these procedures. Included in the preventive and diagnostic categories are cleanings, x-rays, sealants and periodic examinations. Basic dental procedures will become subject to the dental deductible and will be paid at 80% as of January 1, 1992. Basic procedures include fillings and extractions.

Looking ahead: health care cost sharing

At IDG, each of us can be proud that in spite of today's economic realities, our benefit programs remain competitive and meet the needs of the vast majority of our employees.

Companies nationwide, not just IDG, are wrestling with the problem of medical cost inflation. The aches and pains of the health care cost explosion are a critical problem for 1992 and beyond. IDG's costs for 1991 for just the John Hancock plan will reach $3.5 million. Industry averages show medical costs increasing at over 22% per year. At this rate, by the year 2000, IDG's medical costs for this plan could be close to $15 million. While we have successfully kept the increases modest by reworking our existing plans and offering alternative plans, the costs continue to grow.

To compensate for these skyrocketing medical plan costs, we are asking our employees to contribute to the cost increases. As of July 1, 1992, when our medical rates change, International Data Group will be requiring employees with individual coverage to contribute to the cost of their health care. We will make every effort to keep this cost to a minimum and are anticipating that the cost will not exceed $5 per week.

To soften the financial impact of this, any contributions you are required to pay toward the cost of your medical coverage are deducted before you pay taxes. As our employees with family coverage or HMO coverage have discovered, you may realize tax savings with this pre-tax plan.

At IDG, we believe that the company and employees must work as partners in managing and sharing the cost of medical care. Our ongoing commitment to provide quality and affordable benefits to all employees continues. At IDG, we can proudly say **"we've got you covered."**

Answers: 1. D, 2. C (Growth & Income, Magellan & Overseas), 3. D, 4. C, 5. C

Computerworld's Laberis named vice president

Tucked away in the far left corner of 375 Cochituate Road is an editor's office where awards line the shelves and an 11-year-old collection of various IDG team photographs rest on an antique table.

Behind the desk, within an arm's reach, are the requisite thesaurus and dictionary, flanked by two volumes, *Problem Bosses* and *Pulitzer Prizes*.

It is this attention to effective management and his pursuit of excellence that have led *Computerworld*'s Editor-in-Chief **Bill Laberis** to his recent appointment as vice president/editorial of CW Publishing.

EFFORTS REWARDED

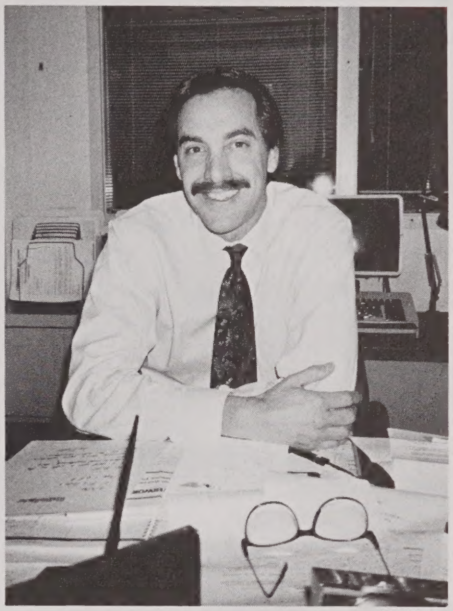
Computerworld Publisher **Gary Beach** noted, "Over the years, Bill has overseen sweeping changes in editorial style, format and content. His efforts have resulted in *Computerworld* being named the 'Best Computer Publication' in the annual Computer Press Association competition, one of several editorial and design awards the paper has received under his direction.

"Bill's leadership and outstanding professional abilities have been crucial to *Computerworld*'s continued growth and dominance of the IT publishing market," Beach added.

"*Computerworld* will continue to bring its readers the best-rounded and most complete weekly report of information technology news and features. This promotion is more than a recognition of my work — it recognizes the work of the editorial staff. The help, support and dedication of those 58 people made it possible," said Laberis.

A former reporter for Boston-area, general interest newspapers, Laberis joined *Computerworld* 11 years ago as staff writer. He was promoted to senior writer, then senior editor of the Computer Industry section of the newspaper. In 1984, he became managing editor, overseeing the week-to-week news operation.

Laberis is a member of several computer industry groups, including the Comdex Advisory Board, PC Expo Advisory Board, Comnet Advisory Board, Boston Computer Society, American Business Press Association and Computer Press Association.



World Update

When tension rises, Bill relies on his prized deck of Three Stooges playing cards to bring a smile to his face.

A graduate of Columbia University, Laberis also pursued graduate studies at the University of Rhode Island.

Lotus

- FROM PAGE 1

everything from expertise to products with other IDG companies wishing to serve the Lotus marketplace in their countries. "The message to us from **Pat McGovern** and **Walter Boyd** about the Lotus product line is clear: 'Go forth and multiply'," said Flanagan.

Of particular interest to attendees were the new Lotus newsletters. The first two, the *1-2-3 For Windows Report* and *The Ami Pro Report*, launched last month. These will be quickly folowed by *The Freelance for Windows Report*, due out by late December, and the *1-2-3 for Macintosh Report*, slated for early February. Flanagan also presented the IDG subsidiaries with an opportunity to publish a newsletter for 1-2-3 for DOS. The international attendees saw the newsletters as a quick, inexpensive and low-risk way to reach Lotus customers in the attendees' respective markets.

Ridington reviewed for the group other international publishing opportunities related to Lotus Books, Lotus Videos and LotusWorld conferences and expositions.

When IDG acquired Lotus Publishing in early 1991, it also acquired the right to launch Lotus Publishing's products on an exclusive worldwide basis. Publications for the Lotus market are now produced under the IDG banner in the U.S., Norway, Sweden, Denmark, the U.K. and Australia.

Lotus Welt will launch in Germany next March, and Lotus publications are under consideration in countries ranging from the Netherlands, Italy and Spain to Argentina, Brazil and Japan.

Attendees at the one-day meeting were lavish in their praise. "I think this is one of the most efficient IDG meetings I have ever attended," said IDG Switzerland General Managers **Gebhard Osterwalder**.

"This meeting was so productive because it was dedicated to the future," said **Preben Engell**, general manager of IDG Denmark. "Instead of talking about how we have been doing things, we have talked about how we are going to develop a product line in the future."

Flanagan made it clear that working with the IDG subsidiaries is a high priority for Lotus Publishing. "Everyone at Lotus Publishing is working hard to develop a customer service attitude toward you, the IDG subsidiaries," he said. "We hope his meeting is the first step toward a long and profitable relationship."

Noteworthy!

PROMOTIONS

Sharon O'Brien, formerly *Publish*'s account manager for the Midwest, has been promoted to national advertising director and has relocated to the publication's main office in San Francisco.

HONORED

Kirkey World Update

Donna Kirkey, *Network World*'s reprints coordinator and graphic designer, has received *Network World*'s President's Award for this quarter in honor of outstanding commitment, enthusiasm, teamwork, quality and service.

NEW APPOINTMENTS

Barbara Mitchel has been named as the new Chicago-based account manager for *Publish*, where she'll be responsible for the midwestern U.S. and much of Canada. Mitchel has more than 10 years of advertising sales experience and was most recently a sales representative in the same region for *Parents* magazine. She has a B.A. in advertising from the University of Texas/Austin and enjoys running in her free time.

■ ■ ■ ■

IDC welcomes a number of new employees. **Natalye Alter**, a part-time telemarketing specialist, is working with the East Coast sales team to increase IDC bookings and ensure customer satisfaction. She was previously a marketing representative at The Registry, Inc., in Wellesley, Mass. Alter holds a B.A. in political science from Boston University and enjoys reading, exercising and baking.

Chip Pettirossi is a new research analyst in the LAN program. He was most recently a marketing specialist for fiber-optic interconnect products at BICC Communications. A graduate of the University of Massachusetts/Amherst with a B.A. in political science, Pettirossi is pursuing his M.B.A. at Clark University. His interests include world affairs, skiing, basketball and Nautilus.

Karen St. Martin, a human resources assistant, holds a degree in early childhood education and special needs from Wheelock College. She enjoys exercise, travel, reading and taking care of her four-and-a-half-year-old daughter.

The new senior consultant in the Competitive Analysis division is **John Webster**. Before joining IDG, Webster was a district sales manager for IFA, where he handled mainframe computer leasing and used equipment sales. He has a B.A. in English from Boston University and tinkers as an amateur radio operator in his spare time.

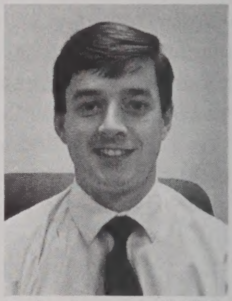
■ ■ ■ ■

The TechMedia Video Division at IDG Peterborough welcomes **Chris Conroy** as its technical director. Conroy was most recently a producer, videographer and editor at WGOT-TV in Manchester, N.H., where he was responsible for shooting, editing and producing commercials, promotional spots and local programming. He has a B.F.A. from the New York Institute of Technology and lists baking bread, brewing beer and bird watching among his many interests.

Elsewhere within IDG Peterborough, **Jill Wood** has accepted a new position as audits and fulfillment specialist for *Amiga Tech Journal* and *Cable in the Classroom.* She was previously a distribution coordinator for several IDG Peterborough titles and served as a stat camera operator. In her spare time, Wood enjoys her pets, collectibles and refinishing furniture.

Dick Mallion, former a brigadier general with the U.S. Army, has signed on as vice president of federal programs for Information Strategies Group. He holds a B.S. in chemistry from Northeastern University and an M.S. in operations research from the Georgia Institute of Technology. Outside the office, Mallion enjoys music, golf and fishing.

■ ■ ■ ■



Pelosi World Update

Steve Pelosi recently joined IDG's Finance Department as a financial analyst. He is responsible for coordinating the annual budget process, analyzing 30/60/90 forecasts and financial results and preparing financial reports. Pelosi comes to the company from Cahners Publishing, where he worked as an assistant controller for four years. He has a B.S. in finance from Suffolk University and makes time for softball, basketball and camping.

■ ■ ■

Tom Finn joins *Federal Computer Week* as art director. He previously served in a similar capacity at *Campus USA*, *Equus* and the *Journal of Defense and Diplomacy.* Self-taught in his profession, Finn's less-than-sedentary interests include skydiving, whitewater rafting, weightlifting and, soon, bungee jumping.

■ ■ ■

Colleen Kiefer joins *MPC World* as assistant to the publisher. Prior to joining *MPC*, Kiefer held the same position at *SunWorld.* Kiefer enjoys reading, movies, listening to jazz, rock and the symphony and volunteers at a home for abused children.

■ ■ ■ ■

Sherry Goodrich joins IDG's Marketing Services Division as assistant to the president of marketing and coordinates all administrative functions. She comes from Kenetech Energy Management where she held the same position and volunteers for Big Brother Big Sister of America in her spare time.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second and third weeks of December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
J. Michael Lowe - *InfoWorld*

TWELVE YEARS
Ken Wesley - LINK Resources

ELEVEN YEARS
François X. Chaussonniere - IDG France

NINE YEARS
Steven Brown - *InfoWorld*

EIGHT YEARS
Micaela de Almeida - *Asia Computerworld*

SIX YEARS
Julien Pottier - IDG France

FIVE YEARS
Roger Strukhoff - *SunWorld*
Stephen Reynolds - LINK Resources
Ellen Cross - *Computerworld*
John Watts - *Computerworld*
Hélène Fily - IDG France

FOUR YEARS
Lucinda Santisario - IDC
Nell Margolis - *Computerworld*
Ann Marcus - Lotus Publishing
Marie Bohner - *Computerworld*
Debra Guilfoyle - *InfoWorld*

THREE YEARS
Esther Agonis - Lotus Publishing
Frances Cowen - *Computerworld*
Michael Morris - ISG

TWO YEARS
Robert Pavone - Lotus Publishing
Christine Krajewski - WEC
Charles Bruno - *Network World*
Linda Miller - *Network World*
Sandra Delaney - IDC
Nola Armijo - *PC World*
Ann Kremers - Lotus Publishing
Stephanie McCann - *Computerworld*
Valerie Galbo - *Computerworld*
Debra Wright - *InfoWorld*
Sharon Chin - *InfoWorld*
Anne Kaliczak - *InfoWorld*
Nancy Durlester - *InfoWorld*
Sheila Hurnevich - *InfoWorld*
Peter Gillemo - IDG Sweden
Bjorn Lorentzi - IDG Sweden
Henrik Meerburg - IDG Sweden
Richard Caplan - WEC
Susan Granata - WEC
Jean Kolak - *Computerworld*
Francis Zaborowski - IDG/C
Carolyn Marsan - *FCW*
Susan Frankle - IDC
Helen Dragoon - IDC
Bruce Frymire - *PC World*

ONE YEAR
Amit Chaudhuri - IDC U.K.
Jason Franks - IDG U.K.
Marilyn Scott - *Computerworld*
Michaela Pabst - IDG Germany
Stefanie Ferstl - IDG Germany
Paul Smith - *InfoWorld*
Oliver Lawrence - *InfoWorld*
Siobhan Nash - *InfoWorld*
Beverly Davis - *Network World*
James Hussey - *Federal Computer Week*
Maria Lanzillotti - IDG
Sherry Sneed - *Digital NEWS*
Mona Lieberman - *Publish*
Shawn Willett - *Digital NEWS*
Lars Jonsson - IDG Sweden
Meryl Salter - IDC U.K.
Thien Gilbert - IDG France
Arlette Crosland - *Macworld*
Mario Scalzi - TISC
Harriet Karas - IDC
Karen Lesko - *Computerworld*

Merchant celebrates 10th anniversary

Sheryl Merchant, vice president/operations of International Marketing Services in Framingham, recently celebrated her 10th anniversary with a lunch at Boston's Ritz-Carlton Hotel courtesy of IDG Chairman Pat McGovern.

Merchant joined IMS in November 1981 as the department's administrative assistant, and moved up to advertising coordinator in 1984. She was promoted to manager of sales/marketing support two years later and has held her current position since January 1990. Merchant's major responsibilities involve tracking and all fiscal/financial reports as well as supervising the advertising operation.

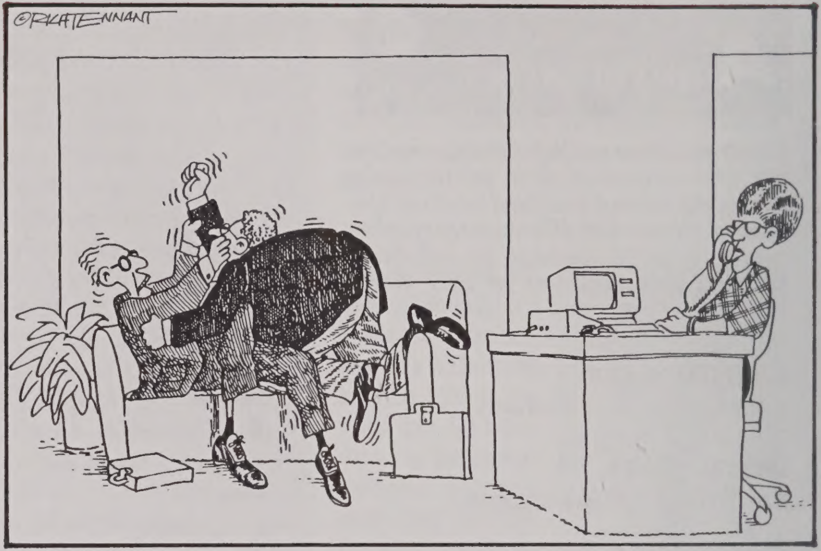
Outside the office, Merchant is a long-time volunteer at the Framingham Animal Humane Society where she's involved with finding homes for animals and a score of other activities. She enjoys sports and traveling, with her most recent vacation destination the Grand Canyon and Sedona, Ariz.

Merchant and McGovern

World Update

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Duane Hampson will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.



"Please Mr. McGovern, we do not want a computer magazine in our country!"
- Duane Hampson, *PC World*

HONORABLE MENTIONS:

"The instructors for the conflict management seminar are here."
- **Tom Moran**, *Macworld*

"That's right. Both of them say their name is Wilson. Both of them say they have an appointment. And both of them say they're from Parallel Processing, Inc."
- **Derek Hulitzky**, CW Publishing

"Mr. Gates and Mr. Ackers are here to see you, sir."
- **Lisa Mitchell**, *Computerworld Australia*

"Hello, Mr. President. Mr. Sununu still won't play nicely with the other cabinet members."
- **Paul Mercer**, CW Publishing

"Mr. Johnson, your 10 o'clock appointment is here...and your 11 o'clock is early."
- **Sue Gross**, IDG Peterborough

"Sir, Mr. Dell and Mr. Canion are here to see you."
- **David Case**, *Computerworld Japan*

"I'm sorry, but Mr. O'Hara is engaged in the annual salary review. Can I take a message?"
-**Martin Hagedorn**, IDC Scandinavia

IDG *World Update*

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David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
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EDITORIAL DIRECTOR
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CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Thanks *to* *GamePro*'s Francis Mao for front page cartoon

10-year anniversary veterans gather for back page encore

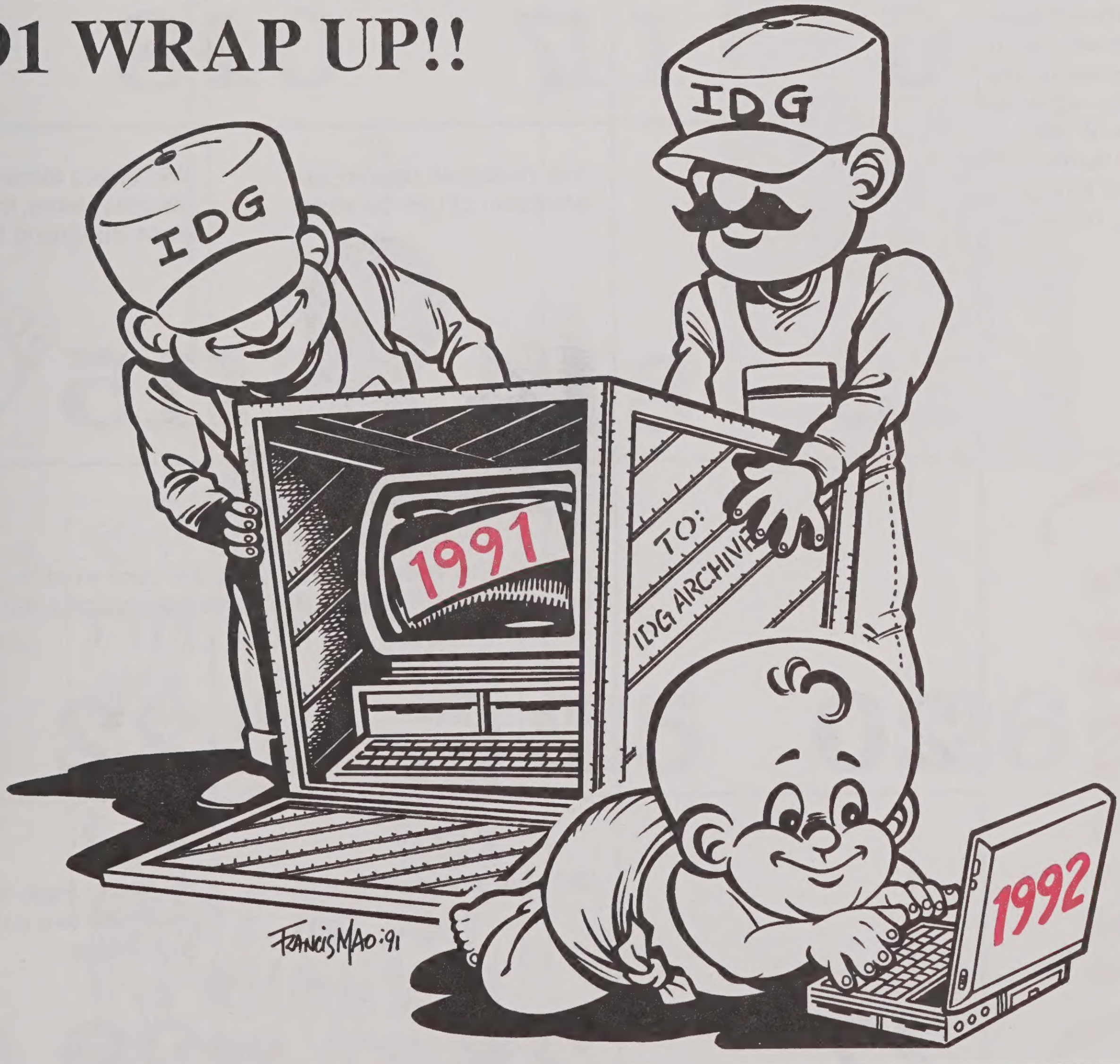
See inside for selected 1991 company highlights

IDG World Update

VOLUME 21, NUMBER 52

YEAR IN REVIEW, 1991

1991 WRAP UP!!


IDG
IDG
1991
TO: IDG ARCHIVE
1992
FRANCIS MAO '91

January

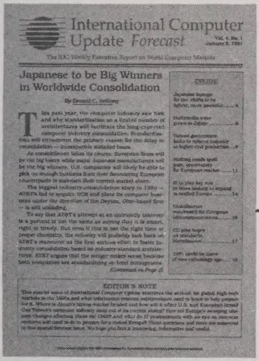
> "We're creating a win-win environment in which both parties will come out ahead."

-Alex Randall, executive director of the East West Education Development Foundation, on the benefits the organization will bring to corporate donors and Eastern European recipients.

Sunday	Monday	Tuesday
COMPUTER RESELLER Europe		*Distributique Europe* rings in the new year with a new name: *Computer Reseller Europe* **1**
6	IDG creates the East West Education Development Foundation, a Boston-based nonprofit organization that provides and donates personal computers to selected educational institutions in Poland, Bulgaria, Czechoslovakia, Hungary, Romania and the Soviet republics **7**	**8**
13	Deb Goldstein appointed president of List Services **14** 	WEC joins forces with Sun Microsystems, Inc. to produce SunWorld Expo **15** sunworld expo 92
20	IDC and IDG Germany team up to produce what is believed to be the first IDC White Paper outside the U.S. **21**	**22**
27	IDC opens office in Spain **28**	Macworld Expo Sweden opens for two days in Stockholm **29**

Wednesday Thursday Friday Saturday

International Computer Update publishes first forecast issue


International Computer Update Forecast
Vol. 4, No. 1
January 2, 1991
Japanese to be Big Winners in Worldwide Consolidation
EDITOR'S NOTE

2

IDC Scandinavia enters into a fiber-optic project with Danish Copenhagen Telephone Co. focusing on Metropolitan Area Networks

IDC Norway begins its new year with a full week of client appreciation activities

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9

NeXTWORLD launched at Macworld Expo/San Francisco

IDG announces acquisition of Lotus Publishing, giving IDG worldwide rights to produce *Lotus* magazines, books, videos, exhibitions and conferences

10

11

Two Dell 316SX PCs to be won
LOTUS
COMPUTING FOR MANAGERS AND PROFESSIONALS
Take control of time
Project management for Lotus users

16

17

18

IDG France celebrates 10 years of *Le Monde Informatique*

IDG
COMMUNICATIONS FRANCE
10 ans de travail d'équipe
Y'A UN BUG!
Y'A UN BUG!

23

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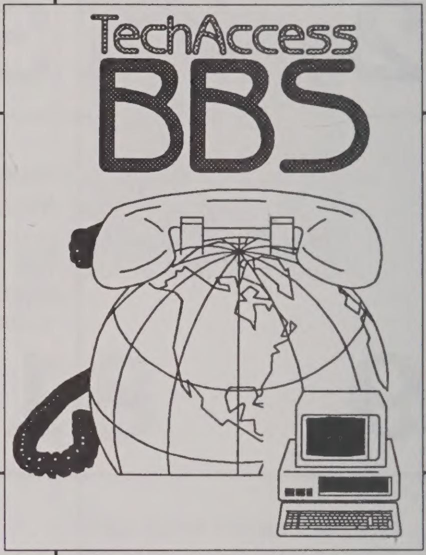
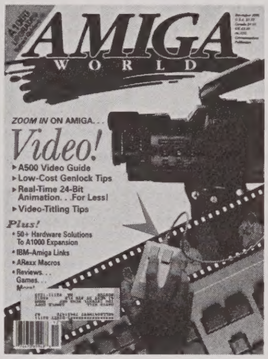
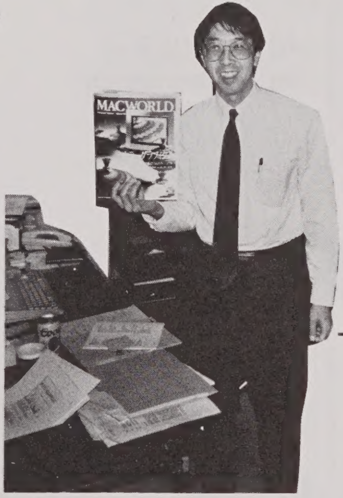
"We're delighted with the tremendous turnout, as it confirms our belief that an event dedicated to the specific needs of Mac users in Japan has been long overdue."

-Cherif Moujabber, president and CEO World Expo Corp. on the first Macworld Expo in Japan

February

Sunday	Monday	Tuesday
3	Information Strategies Group introduces TechAccess BBS, an enhanced bulletin board system that gives participating clients access to ISG's written research **4**	
10	IDG Books announces its new spring lineup of eight titles **11**	IDG/C Peterborough decentralizes into five separate publishing groups **12**
IDC U.S. posts profitable first-quarter results; sales bookings were up 38% from last year's level, and the sales staff sold a record $6.1 million to clients **17**	IDG Czechoslovakia rolls out the welcome mat for the winter European Managers Meeting and the first product line meetings of 1991—*Computerworld* and *PC World* 	
24	**25**	**26**

Wednesday	Thursday	Friday	Saturday
		AmigaWorld announces an agreement with Antic Publishing, Inc. to acquire *AMIGA Plus*' subscriber list, as well as to test-market disk magazines—regular monthly magazines bundled with a diskette of software applications 1	
Network World chooses Business Systems Group, Inc. of Houston to conduct its Network Test Series, an ongoing analysis of network equipment and software performance 6	7	8	9
13	The 56-page preview issue of *Macworld Japan,* put together in just four weeks by a team led by publisher David Ushijima, debuts at the first Macworld Expo/Tokyo. The show drew more than 50,000 attendees. 14		
After a six-month study, IDG Norway's Ove Heggedal and Lars Egil Saetrang design a customized, computerized sales system to meet their company's needs 20	21	22	23
Cable in the Classroom 27	IDG/C Peterborough unveils *Cable in the Classroom,* a monthly teachers' guide that contains a listing of cable TV programs by subject, as well as case studies, activities and electronic tips 28		

”

"We can all take great pride in the excellent accomplishments that IDG companies are making worldwide to increase the quality and usefulness of our products..."

-IDG Chairman Pat McGovern's comments in the first-quarter FY91 Chairman's Report

March

Sunday Monday Tuesday

The AmigaWorld
TECH JOURNAL

The AmigaWorld Tech Journal premieres with an interactive disk that helps readers learn the material explained in the text

3

4

IDC's 26th annual briefing sessions begin U.S. tour this week

5

PC World Africa **debuts this month**

10

PC World Benelux **is relaunched with a new format, look and a revamped executive-style editorial content**

11

Soviet partners plan launch of ***Computerworld U.S.S.R.*****, making it the sixth publication produced by the Moscow office**

12

Kelly Conlin named to head up newly created Marketing Services Division, which will offer IDG's top customers an overview of the full range of IDG's capabilities

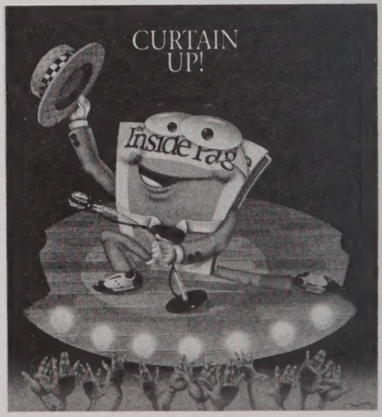
17

24

31

Computerworld **premieres its marketing newsletter, the** ***Inside Page*****, to be published every six weeks, crosses the desks of a select group of 4,500 public relations professionals**

25



Wednesday Thursday Friday Saturday

Computerworld Czechoslovakia jumps to 32 pages from its previous 24 in response to the high demand by readers and advertisers

PC World Turkey hits the stands, joining *Computerworld Monitor*

1

2

Computerworld institutes an in-house training program, taught entirely by the managers within the business unit and designed to acquaint staff with the entire *CW* publishing process

6

7

InfoWorld releases a monthly supplement on enterprise computing that provides an in-depth look at emerging technologies, applications and issues

8

Enterprise

COMPUTING

SAA: Can It Bridge the Gap?

After almost four years, the gap between promise and delivery in IBM's SAA remains large, at least in the minds of corporate information systems strategists who must decide if they should commit their future to Big Blue's enterprise strategy

By Ed Foster

Office Vision Falls Short of Expectations

How Customers Can Deal With the "New" IBM

What You Should Know About OOP Programming

Brunello Bossi named general manager of IDG Italy

13

15

16

IDG New Zealand's World Expo stages its first world-class trade show with Computerworld Expo

20

21

SunWorld
SunWorld

Sunworld Japan debuts as a quarterly publication with 100 pages and 20,000 readers

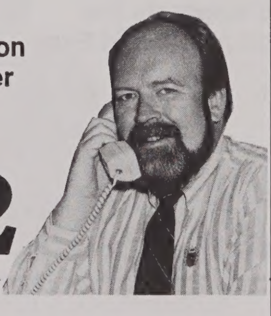
27

28

"The ability to receive and communicate information is extraordinarily important to the growth of freedom throughout the world."

-Gordon Haight, president and publisher of *Publish*, on the international launches of the magazine

April

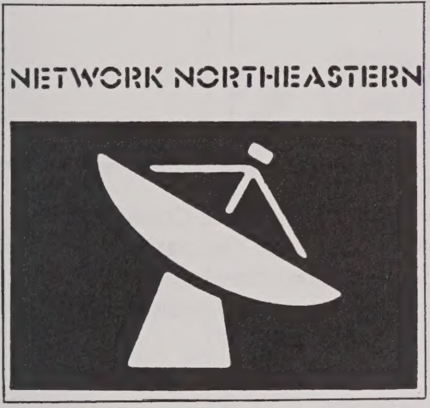
Sunday	Monday	Tuesday
Macworld Expo/Paris debuts at CNIT Exhibition Center, attracting close to 25,000 attendees over a three-day period	Twenty IDG employees travel to Wellesley, Mass. to attend the fourth annual IDG Publishing Institute, a week-long intensive course on magazine publishing 1	2
7	IDC Europe offers tailored services with the creation of nine expertise centers in four countries 8	9
14	Pat McGovern and Walter Boyd congratulate *PC World*'s Denise Pilnak who was among several IDGers who ran in the 95th Boston Marathon 15 	
21	IDG Australia appoints Don Kennedy general manager 22 	23
28	IDG Hungary becomes wholly-owned subsidiary with 76 employees now under the official title, IDG Communications Lapkiado Kft. 29	30

Wednesday **Thursday** **Friday** **Saturday**

Network World employees link via satellite to enroll in selected classes at Boston's Northeastern University

The first-ever IDG Briefing Sessions kick off a four-city tour at the Algonquin Club in downtown Boston

3



5

6

Network World's Careers On-line begins. The service, free to readers and recruitment advertisers, provides additional corporate backgound and/or job-specific information to prospective candidates

10

11

12

13

Network World celebrates fifth anniversary

Publish magazine is launched in Spain with an initial circulation of 10,000

17

18

Especial: Combatir los muarés

Publish

SEPTIEMBRE 1991

Exclusiva:
Las estrellas
de la tipografía
atacan de nuevo
Expertos tipográficos de ITC, Adobe, Monotype, Agfa Compugraphic, The Font Bureau, Stone Type Foundry, Bitstream y The John Stevens Shop se reúnen en la mesa redonda de *Publish*

PRIMEROS PASOS
TODO LO QUE USTED
QUERIA SABER
SOBRE AUTOEDICION
Y NO SE ATREVIA A PREGUNTAR

MEDIOS INTEGRADOS
FILMADORAS DE DIAPOSITIVAS:
ELEGIR EL MODELO ADECUADO

DISEÑO
LA PARTICION DE PALABRAS:
LA IMPORTANCIA
DE LOS FINALES DE LINEA

20

24

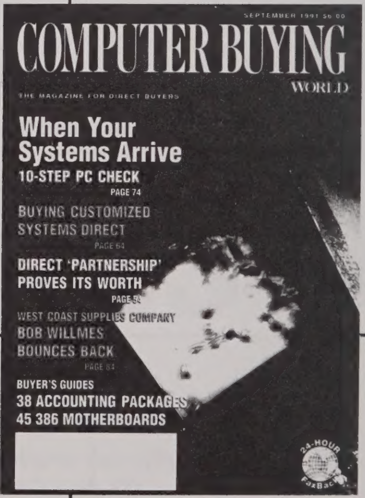
25

27

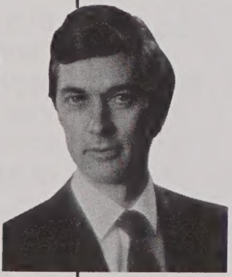
May

> *"The reason CIO has done well is that we're different. We've never been a 'me too' publication."*
>
> -Joe Levy,
> president an d
> publisher of *CIO*

Sunday	Monday	Tuesday
5	*FCW* honored for its support of the Council of Federal Data Center Directors. The paper's advertisements and editorial coverage of the council's 1990 conference helped draw more attendees than any previous year 6	7
12	*Macworld* notes several circulation achievements: largest number of single copy units sold for one issue by a Macintosh magazine and BPA ConsumerTrac figures show the magazine delivers the largest paid circulation in the Macintosh market with an average of more than 313,000 13	14
19	Computers Buying Publishing, Inc. launches its first product, the monthly *Computer Buying World* 20	
Gary Beach appointed Publisher of *Computerworld* 26	Fritz Landmann named vice president of IDG and director of global resource development 27	28



SEPTEMBER 1991 $6.00
COMPUTER BUYING
WORLD
THE MAGAZINE FOR DIRECT BUYERS
When Your Systems Arrive
10-STEP PC CHECK
PAGE 74
BUYING CUSTOMIZED SYSTEMS DIRECT
PAGE 64
DIRECT 'PARTNERSHIP' PROVES ITS WORTH
PAGE 5
WEST COAST SUPPLIES COMPANY
BOB WILLMES BOUNCES BACK
PAGE 84
BUYER'S GUIDES
38 ACCOUNTING PACKAGES
45 386 MOTHERBOARDS

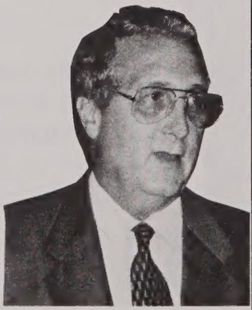
Wednesday	Thursday	Friday	Saturday
Ken Kaplan is named publisher of *Federal Computer Week* **1**	**2**	IDC Briefing sessions begin worldwide tour	**4**
IDC releases first comprehensive report on computer markets in Eastern Europe **8**	 **9** Representatives from nine Asia/Pacific countries as well as the U.S. gathered in Singapore at the IDG Managers and Product Line Meetings		
CIO announces plans to increase its frequency from 12 to 18 issues a year CIO **15**	**16**	**17**	**18**
IDG Czechoslovakia launches *Neural Network World* **22**	**23**	International Marketing Services and Marketing Services Department developed the Global Rate Card to encourage advertisers to adopt a global strategy **24**	**25**
Kirk Campbell takes over as president and CEO of IDC  **29**		*NeXTWORLD* goes quarterly, bolsters editorial staff **31**	

”

“I almost never get a letter to the editor, but my readers have been lining up to give me a piece of their electronic minds.”

– Laura Janney,
editor,
Computerworld Hong Kong, on the response to the papers free public bulletin board service.

June

Sunday	Monday	Tuesday
Approximately 50 IDGers walk in the 6.5 mile From All Walks of Life to raise $15,000 for the AIDS Action Committee **2**	IDG Peterborough establishes the TechMedia Video department **3**	**4**
9	Winners of the prestigious Computerworld Smithsonian Awards were honored at the third annual awards ceremony **10**	**11**
16	ExecuTrain announces its plans to open 26 offices in the U.K. and Ireland over the next five years. This makes it the first U.S.-based PC training firm to expand overseas **17** ExecuTrain The Computer Training Leader	
23 **30**	 **24**	Bob Farmer appointed Vice Chairman of IDG **25**

Wednesday Thursday Friday Saturday

Object World premieres in San Francisco, Calif.

OBJECT WORLD

Computerworld posts survey results of 220 top business executives. One finding notes that nine out of 10 executives said technology plays an increasingly important role in their businesses, but less than half said their company's were getting the most from their systems

GamePro receives go-ahead to start filming GamePro, an action-filled Saturday morning program

5 6 7 8

Network World calls for the formation of a special committee to establish standards for audit comparability of circulation data within the networking publishing industry

IDG PR Service gets an extra boost by entering into a contract with PR Newswire, the world's largest press communications network

12 13

Members from five South American nations assemble in Caracas, Venezuela for a Latin American Managers Meeting

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19

26 27 28 29

> *"In the spirit of true decentralization we try to stay out of the way as much as possible so that our operating unit heads have a clear track in running their own companies."*
>
> -IDG President Walter Boyd

July

Sunday	Monday	Tuesday
	Integrated Media, Inc. announces plan to include *SunWorld* within its division 1	2
7	***GamePro* becomes separate business unit; Pat Ferrell named president** 8 	
14	**World Expo Corp. produces first ComNet West show in San Francisco; more than half of the 170 exhibitors immediately sign up for next year's show** COMNET™ West	
Employees from five California IDG publications raise more than $8,000 in San Francisco AIDS Walk 21	22	
IDG Chairman Pat McGovern is on hand for the East West Foundation's first major airlift to the USSR and Czechoslovakia; Eduard Shevardnadze named to board of advisors 28	29	

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK December 23, 1991

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

LIST SALES REPRESENTATIVE (IDG)
Responsibilities include continuous phone contact with clients and list brokers, telemarketing sales to bring in new renters, and contact with the sales manager to work on sales approaches. Candidate should have two years proven success as a telemarketer or inside sales representative. Must be detail oriented and possess some word processing skills.

ASSOCIATE EDITOR/SENIOR WRITER (LPC)
Position involves developing feature stories primarily focused on learning and utilizing basic and advanced techniques and features of Lotus 1-2-3 versions. Also involves research, writing and editing of features and monthly columns as well as managing freelance contributions. Contact with 1-2-3 users and experts to shape future editorial content is an on-going responsibility. Expert knowledge and proficiency in the use of 1-2-3 and proven writing and editing ability required. Experience managing projects and dealing with freelance contributors a must.

ASSISTANT EDITOR (PCW)
Candidate will provide research support including editing, writing and assisting in selecting and responding to consumer watch letters. Responsible for researching and writing monthly Computer Watch column and product outlook articles. Will track, evaluate and edit screens shots. Participate in monthly departmental planning meetings required. IBM PC or compatible experience a must.

ASSISTANT TECHNICAL EDITOR (IMI)
Duties include researching, ordering and tracking products for testing, performing and coordinating product reviews and contributing story ideas. Strong technical understanding and practical experience with both MAC and PC based desktop publishing hardware and software. Candidate must have proven writing and editing skills. Must possess organizational abilities and neat work habits.

SALES COORDINATOR (CWDD)
Responsible for general sales support including preparation of custom proposals, back-up sales and customer service phone support, and quotes/samples from in-house database. Candidate will have daily involvement with outside fulfillment house, scheduling/tracking orders and follow-up to outstanding questions. Candidate should have experience working in a sales office. Working knowledge of word processing, Lotus 1-2-3, Dbase or Paradox required. Send resumes to John Carpenter, ComputerWorld Database Division, 5 Speen St., Framingham, MA 01701. **NO PHONE CALLS PLEASE.**

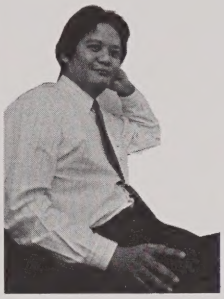
For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: December 23, 1991

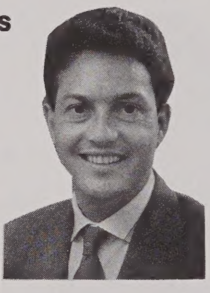
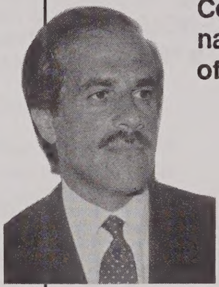
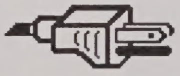
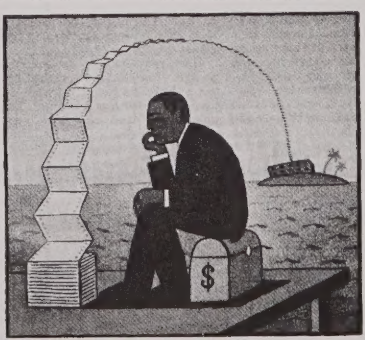
Division	Title	Publication / Location	Contact Manager	Phone
IDG	List Sales Representative	List Services, Natick, MA	M. Cornetta	(508)935-4734
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Subscription Promotion Specialist	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Production Assistant	*LOTUS*, Cambridge, MA	M. Cornetta	(508)935-4734
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountainview, CA	N. McSharry	(415)691-0500
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountainview, CA	B. Stephen	(508)935-4269
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Production Director/Mgr.	*Electronic News*, New York, NY	T. Mathews	(508)935-4710
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Editorial Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Reviews Editorial Asst.	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Senior Book Editor	IDG Books, San Mateo, CA	D. Vieraitis	(415)312-0566
PCW/MPC	Managing Editor	*MPCWorld*, San Francisco, CA	S. Rosenzweig	(415)281-8649
PCW/MPC	Circulation Manager/Director	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8658
PCW/MPC	Eastern Sales Manager	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8650
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Director of Marketing	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Copy Chief	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	B. Theobald	(415)978-3377
PCW	Assistant Managing Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Brown	(415)978-3225
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Account Manager	*Publish*, Irvine, CA	S. O'Brien	(415)978-3309
IMI	Design Director	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
IMI	Reporter	*SunWorld*, San Francisco, CA	J. Barry	(415)267-1727
MAC	Senior Editor, Features	*Macworld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Eastern Sr.Associate Editor	*Macworld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*Macworld*, San Francisco, CA	J. Borrell	(415)978-3232
TISC	Office Assistant	Framingham, MA	P. Doggart	(508)935-4379
CWPI	District Sales Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)374-0555
CWPI	Asst./Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Mid-West Correspondent	*CWPI*, Chicago, IL	P. Bartolik	(508)879-0700
CWDD	Sales Coordinator	*CW* Database Div., Framingham, MA	J. Carpenter	**NO PHONE CALLS**
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
A+	Advertising Sales Representative	Peterborough, NH	S. Fibish	(603)924-0120
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

Wednesday	Thursday	Friday	Saturday
3	 W.S. Publishing launches *Computerworld Philippines* with Chin Wah Wong as editor-in-chief	**5**	**6**
John Rousseau succeeds Pat Ferrell as *GamePro* publisher **10**		**12**	**13**
17	Emerging Technology Applications introduces first CD-ROM product, Enterprise Networks MarketScope, at ComNet/West **18**	**19**	**20**
IDG releases groundbreaking study detailing the effectiveness of advertising on the sales and profits of computer companies **24**		*Macworld* releases a first-of-its-kind study, the *Macworld & MacUser 1991 Subscriber Comparison Report* **26**	**27**
31			

[If IDG's market value went public in 1992], "IDG would no doubt command a premium earnings multiple which... might presume a public market value of $675 to $750 million assuming all other market conditions are right."

-VP Finance
Bill Murphy

August

Sunday	Monday	Tuesday
4	IDG Books becomes separate division; John Kilcullen named president  **5**	Attendance figures for World Expo Corp./ Australia's inaugural Window World Expo surpass expectations **6**
11	 Colin Ungaro named publisher of *Network World*	**13**
18	*Network World* staff carries on despite extensive power failure due to Hurricane Bob  **19**	Several computers donated to East/West Educational Development Foundation used in Kiev to monitor coup in Moscow **20**
Computerworld mobilizes worldwide talent for feature on offshore data processing centers **25**		**27**

Wednesday	Thursday	Friday	Saturday
	1	**ITI merges with CW Publishing to become the CW Database Division** 2	3
7	**More than 45,000 flock to Macworld Expo/ Boston** 8	 UES OF WOR N UP ERE! GET WHAT'S COMING SPECIAL EXPO OFFER 6 ISSUES OF MACWORLD SIGN UP HERE! SIGN UP HERE 6 ISSUES OF MACWORLD FOR PAID ATTENDEES ONLY	10
InfoWorld Test Center and ExecuTrain plan product testing seminars for MIS professionals in the fall 14	15	**IDG Eastern European managers hold first regional meeting in Munich** 16	17
21	**IDG Denmark celebrates 10th anniversary** 22		
 PCworld NORGE EKSPRESS Word for Windows 2.0 *Med brukervennligheten i første rekke* AT&T inn i ACE Tre sider Comdex	**The weekly *PC World Norge Express* debuts to counter the arrival of Ziff-Davis in Norway** 29	30	31

> *"We've created the Market Access Program to help companies access the multiple voices found around the world that are influencing [IT] purchase decisions."*
>
> — Marketing Services Division President Kelly Conlin

September

Sunday Monday Tuesday

INFO CANADA

Antivirus group to work out software standards & ethics

IBM scientists develop single-atom switch

Novell to Develop Unix System V.4 Version of NetWare

Testing bugs halt 486/50 production

ComputerData relaunched as *InfoCanada,* moves away from general market to serve targeted audience of corporate IT buyers

2

IDG's new Marketing Services Division introduced to the U.S. business press in New York

3

IDG France launches *Golden*, a bi-monthly Mac magazine, and beats competition in both advertising pages and print run

MACINTOSH TOUS LES NOUVEAUX MODELES

GOLDEN

N° 1 ◆ TOUT MAC TOUS LES DEUX MOIS

LABO-TEST:
28 PRODUITS AU BANC D'ESSAI
Lotus 1.2.3 / Excel 3.0
Gestions de projets
Photoshop 2.0

DOSSIER
LE GROUPWARE

APPLE EVENTS

MAC ET MAINFRAME

DISQUETTE GRATUITE PAGE 138

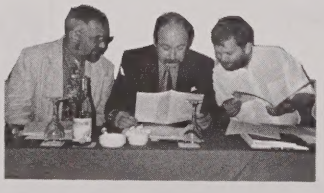
8

10

15

16

Computerworld's editorial staff gets hands-on experience with new in-house computer lab



Managers from 14 European countries meet in Spain to discuss local challenges and prospects for computer shopper-oriented publications

23

Macworld, which has developed the highest market penetration of any IT publication in the world, holds product line meeting in Barcelona

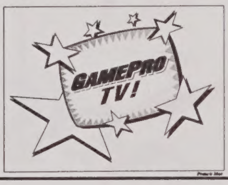
24

IDG sponsors largest independent study ever conducted on the dynamics of the IT purchasing process: *Buying IT in the '90s: The People, Patterns and Products*

29

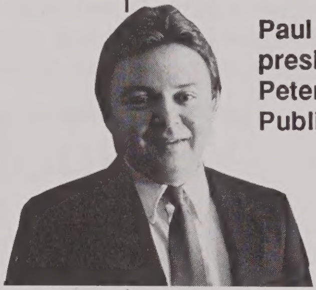
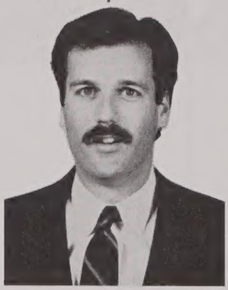
30

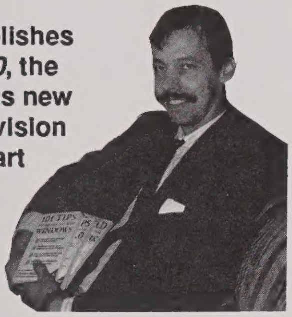
31

Wednesday	Thursday	Friday	Saturday
4		*MikroPC* gives Finnish readers first detailed instruction on hypertext; includes story on bulletin board system 6	7
	IDG establishes annual IT scholarship at Babson College in Wellesley, Mass. 12	13	14
18	19	20	21
More than 200 attend IDC's European IT Forum in Venice; joint IDG/IDC survey, *Evolving European User Needs*, unveiled 25	26		*GamePro*'s 30-minute TV show debuts in more than 120 U.S. television markets 

> *"What you hear is correct—IDC U.S. is profitable! The turnaround is the result of a great deal of dedication and hard work by every IDC U.S. employee...IDC's international operations are also on a definite turnaround trend."*
>
> -IDC President Kirk Campbell

October

Sunday	Monday	Tuesday
		 Jeff DeTray named president of PC Publishing at IDG Peterborough
6	 Paul Boule named president of IDG Peterborough's A+ Publishing	8
13	*Network World* co-sponsors enterprise network excellence (ENNE) awards 14	World Expo Corp. produces fifth annual CD-ROM Expo CD-ROM EXPO 15
20	IDG hosts country western theme party at Comdex '91 21	22
27	 Dale Strang named president of TechMedia Group at IDG Peterborough	Macworld Expos draw crowds in Hong Kong and New Zealand MACWORLD EXPOSITION 29

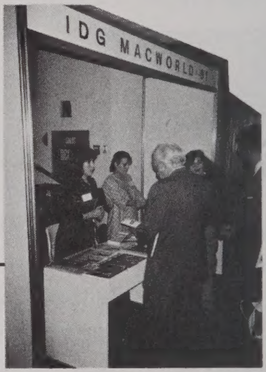
Wednesday	Thursday	Friday	Saturday
IDG Sweden publishes *256 Tips DOS 5.0*, the first product in its new pocket books division headed by Lennart Zetterström  **2**		***Digital NEWS* celebrates fifth anniversary** Digital NEWS	**5**
9	**IDG Books Worldwide signs agreement with Compaq to develop new book series** **10**	**Gala launch party in Cairo celebrates *PC World Middle East*, IDG's first publication in the Arab world, produced by Wafai and Associates** عالم الكمبيوتر PC World Middle East	
16	**17**	**18**	**19**
IDG Denmark sponsors country's first IT award; General Manager Preben Engell unveils sculpture at 1991 Mikrodata show in Copenhagen **23**		**IDG/UFT organizes Hi-Tech '91 expo in Ankara, Turkey** **25**	**26**
30	**31**		

”

“To say we are pleased with the new association [with IDG] would be an egregious under-statement.”

- *Electronic News* Publisher and Editor Jim Lydon on IDG's acquisition of *EN*

November

Sunday	Monday	Tuesday
3	*Computerworld* recognizes effective users of IT at fourth annual Computerworld Premier 100 Awards dinner in New York *GamePro* captures prestigious ECHO award from the Direct Marketing Association for its sweepstakes package **4**	**5**
10	IDG France launches *InfoPC Computer Direct* INFOPC computer direct NOVEMBRE 1991 - N°1 SUPPLÉMENT GUIDE D'ACHAT DU N° 76 D'INFOPC ACHAT Négociez comme un pro PC + DE MÉMOIRE POUR – CHER GUIDE 160 portables et notebooks Les traitements de texte LA MAINTENANCE AU MEILLEUR PRIX PRODUITS les stars de Noël LES SECRETS DE LA VENTE DIRECTE	Macworld Expo/Mexico debuts to throngs of attendees and exhibitors 
17	IDC Europe sales force holds annual meeting in the U.K., pledges 27% increase in FY92 bookings **18**	**19**
24	**25**	**26**

Wednesday *Thursday* *Friday* *Saturday*

IDG acquires *Electronic News* from New York-based Chilton Company

1

2

WEC Australia Representative Alan Tayt, Macworld U.S. President Jim Martin and Apple Australia General Manager David Strong were on hand at Macworld Expo/Australia which drew 18,000 visitors to Sydney

6

7

IDG 's Worldwide Managers Meeting takes place in Laguna Niguel, Calif. Seven of IDG's top managers earn achievement awards, including *Macworld*'s Jim Martin, who received the Chairman's Cup for overall managerial excellence

Morten Hansen

Ruben Argento

Francois Chaussonniere

Manfred Weiss

13

14

Preben Engell

Jim Martin

Pat Kenealy

PC World Spain's November issue weighs in at a record 1.5 kilos and 468 pages

PC WORLD
ESPAÑA
LA REVISTA DE LOS USUARIOS DE LOS ORDENADORES PERSONALES Y COMPATIBLES

NOTEBOOKS:
¿CUAL ELEGIR?

COMPARATIVAS:
- PROGRAMAS DE ESTADISTICA
- TIPOS DE LETRAS PARA WINDOWS

TESTS:
- NBR486 A 50 MHZ
- VISUAL BASIC
- LOTUS 123 PARA WINDOWS

UTILIDADES:
- AUMENTAR LA MEMORIA CON EL DOS 5.0
- CAPTURADOR DE GRAFICOS SCANPIC

PRIMEROS CONTACTOS:
- DR DOS 6.0
- QUATTRO PRO 3.0
- APPLAUSE II 1.5
- FOREST & TREES 2.0

20

23

27

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> *“The message to us from Pat McGovern and Walter Boyd about the Lotus product line is clear: ‘Go forth and multiply.’”*
>
> —Mark Flanagan, president and publisher, Lotus Publishing

December

Sunday	Monday	Tuesday
1	*Lotus* magazine holds first mini-product line meeting in London, expands identity to become complete information products and services company focused on needs of customers in Lotus Development marketplace	
8	*Network World* acquires assets of the quarterly *CONNECT* magazine 9	10
15	Students from this spring’s Publishing Institute reconvene at Babson College for phase two 16	17
22	23	24
29	30	IDGers plan New Year’s resolutions 31

Wednesday	Thursday	Friday	Saturday
4	5	6	7
	Digital NEWS throws gala luau party at DEXPO/Fall show	13	14
Launch of *PC World Peru* 18	19	*CW Bulgaria* hosts half-hour computer program on Bulgarian national radio, one of four radio segments to air this year 20	21
 25	26		

恭 Happy Holidays
賀 Meilleurs Voeux
新 Felices Fiestas
禧 Поздравляю

To all our colleagues from the staff
of *IDG World Update*

20 and 10-year milestones celebrated during 1991

Pat McGovern is shown below dining with...

Bill Cadigan

Bill Laberis

Susan Perry

Judy Kramer (20th)

Margaret McIndoe

Barbara Hill

Colleen Garland

Jeff Pennett

Bev Raus

Maureen Sullivan-Falzone

Tish Keefe

Scott Mace

Arline Clements

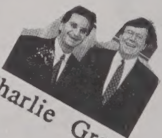
Sylvia Stier, Karin Giffhorn and Helga de Gregory

David Brown

Joanne Boirdi

Sheryl Merchant

Shirley Ingram


Charlie Greco

IDG World Update

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